JANUARY 10, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

how to buy 7 news periods for the price of one

Would you, sir, like to maybe make one dollar equal seven? Or eight, perhaps? Or maybe more? Would you like to be able to write a letter like the one written to us the other day by a famous lady time-buyer? Listen . . .

"On November 8, as part of a national radio campaign, we started to offer a free sample of Mentholatum on WOR's 7 A.M. news. So far, we are pleased to inform you, WOR HAS PULLED APPROXIMATELY SEVEN TIMES BETTER THAN THE NEXT HIGHEST RANKING STATION!"

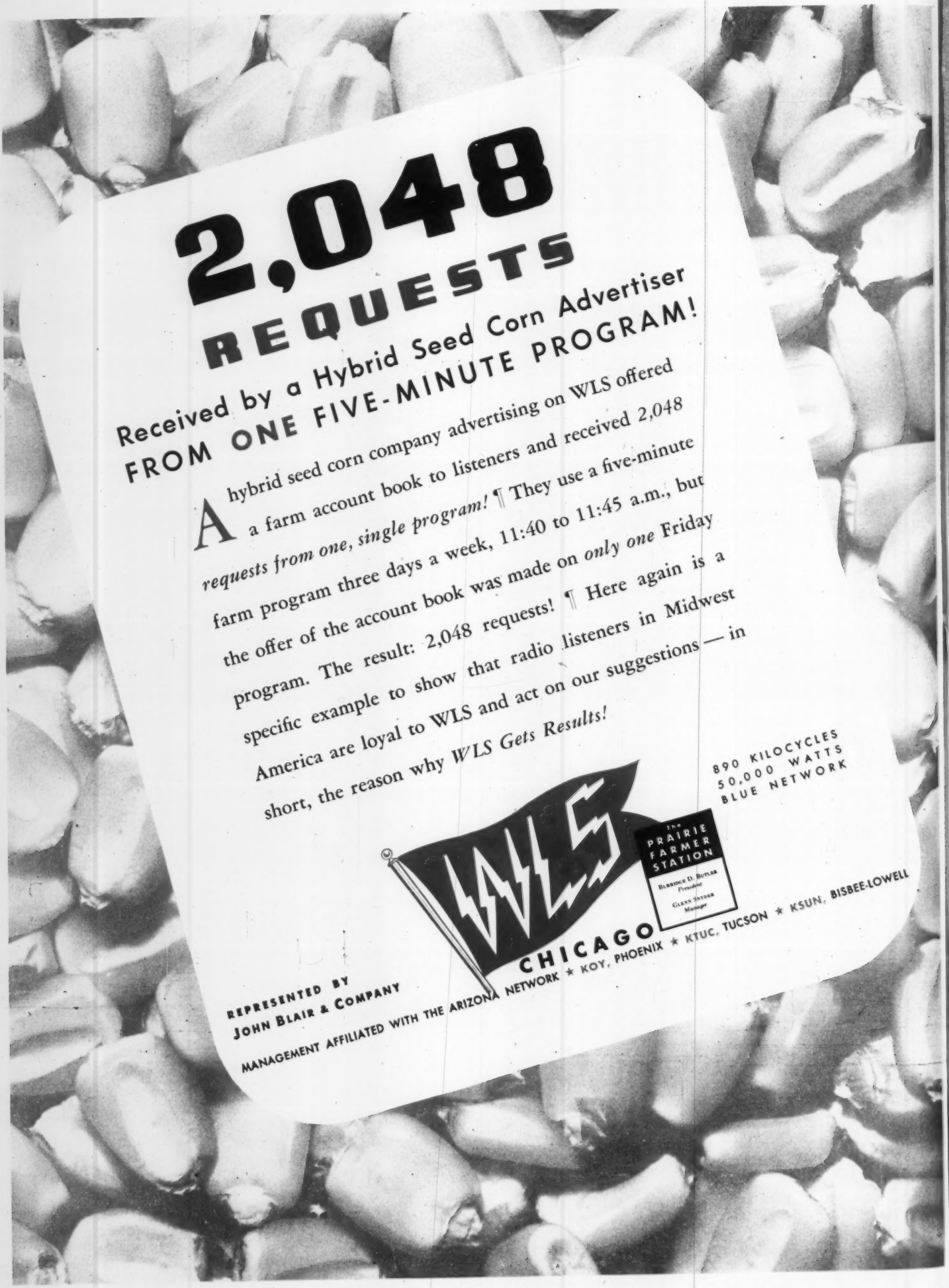
Remarkable? NOT when you consider that WOR is the favorite news-station of most of the people all of the time.° NOT when you remember that WOR jabs its potent news-programs into an area that includes 16 war-wealthy cities of more than 100,000 people each.

Can you buy that particular 7 A.M. news-program? Sorry, it's sponsored. But between 10:00 and 10:15 A.M. – and between those two audience-attracters, Alfred McCann and Bessie Beatty – there's another powerful WOR news-strip (with Henry Gladstone) which *is* available. We urge you to put your bid in early.

° *Based on the WOR-Crossley continuing study of radio listening in Greater New York.*

that power-full station **WOR**

at 1440 Broadway, in New York


2,048
REQUESTS
Received by a Hybrid Seed Corn Advertiser
FROM ONE FIVE-MINUTE PROGRAM!
A hybrid seed corn company advertising on WLS offered a farm account book to listeners and received 2,048 *requests from one, single program!* ¶ They use a five-minute farm program three days a week, 11:40 to 11:45 a.m., but the offer of the account book was made on *only one* Friday program. The result: 2,048 requests! ¶ Here again is a specific example to show that radio listeners in Midwest America are loyal to WLS and act on our suggestions — in short, the reason why *WLS Gets Results!*
890 KILOCYCLES
50,000 WATTS
BLUE NETWORK
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CHICAGO
The PRAIRIE FARMER STATION
REPRESENTED BY
JOHN BLAIR & COMPANY
MANAGEMENT AFFILIATED WITH THE ARIZONA NETWORK ★ KOY, PHOENIX ★ KTUC, TUCSON ★ KSUN, BISBEE-LOWELL

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950 CLUB

VOGUES IN RHYTHM

NITE CLUB OF THE AIR

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on

WPEN

IN PHILADELPHIA

5000 WATTS

950 ON THE DIAL

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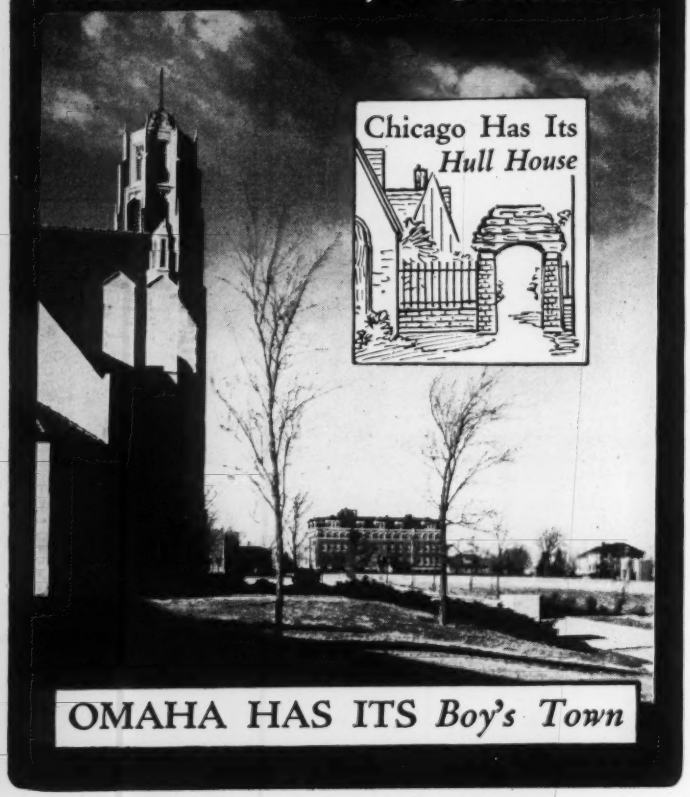
KOIL Columbia, of course The Radio Buy of OMAHA



Omahans Have Fat Purses and Big Hearts, too

● While the fame of Father Flanagan's "Boys' Town" has now spread to the far corners of the world—it is well to remember that this kindly, and inspired, Priest received his early encouragement and financial support largely from socially-conscious Omahans. And, Omahans are still generous in their support of this worthy institution.

Whether it is a social endeavor—a product, or a service—Omahans are responsive—with a purse to match their "bigness of heart."

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DOUGLAS COUNTY
OMAHA

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Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS . . . 1290 KILOCYCLES

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Now ready for you—the first complete study of listening habits in America's 4th Largest Market—based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

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"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

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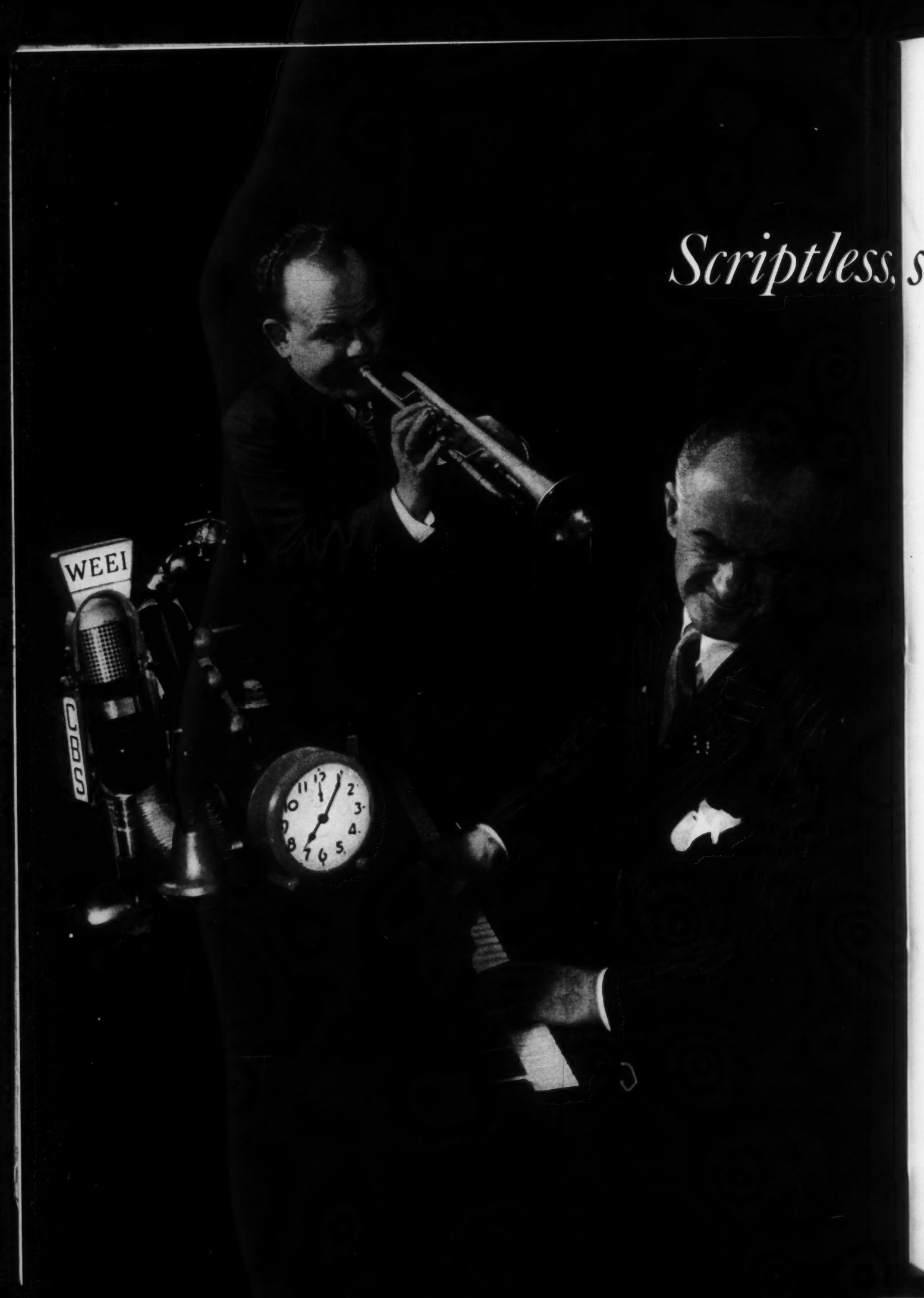


Scriptless, s

s, screwloose, sure-fire...SOLD?

MEET the two zany anchormen who eventually won the "tug-o-war" for undisputed breakfast time popularity in New England—Carl Moore and Ray Girardin... originators and perpetrators of WEEI's *Top O' The Morning.*

Three months after they entered the race back in March, 1939, they had an audience twice as big as Boston's second station.

Today, *Top O' The Morning* boasts a 7.9 rating *(CBS Listener Diary)* at 7:00 A.M., Monday-through-Saturday—more than the combined audiences of the second and third competing stations.

Just why, no one knows for sure. Their gags are corny... their tunes are loony. They know it. So does all New England.

Moore paces *Top O' The Morning* with his irrepressible Irish wit and catchy piano ramblings. He sings a little. His gags, frankly, are terrible. So are Girardin's. And his trumpet tooting is even worse!

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Yet, the two stir up 15 minutes a day of the most unorthodox, most impromptu, *most successful* showmanship that ever animated a transmitter.

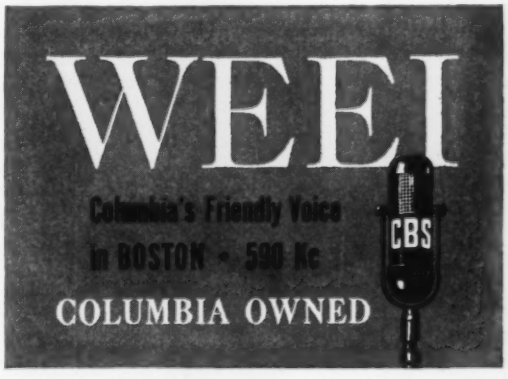
It's the kind of breakfast entertainment that listeners have described as "out of this world... or ought to be."

They're screwy, it's true. But they sell and sell and sell.

Available for the first time in a long while, *Top O' The Morning* is New England's best radio buy.

Scriptless, screwloose and "sure-fire"... *and it's 7.9 at breakfast time rates!*

SOLD?



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R. W. HERSEY

President, Badger, Browning and Hersey, Inc., New York

Says—"Complete flexibility of time, place and intensity is one of spot radio's great assets"

●Thanks especially for that word "intensity", Mr. Hersey. Great intensity of impressions at extremely low relative cost is certainly not only one of spot radio's great assets—it is practically an *exclusive* asset. Especially *now*, with some of the new techniques that make a mere announcement virtually a program.

●But intensity of impressions is a product of intensity of listening, too. We of Free & Peters *know* the stations we serve—know their competition, their audiences, their real places in their territories. We know these facts, first because we have served our stations an average of seven years each—second, because we earnestly believe that *you* must have the truth and nothing but the truth in order to plan *better spot broadcasting.*

●Representation—not misrepresentation—is our business. We invite you to discover that for yourself.

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BROADCASTING
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Lea Plans Prompt Hearings on Radio Bill

Revised Measure Being Prepared For Senate

PLANS FOR prompt hearings on new radio legislation in the House were disclosed last week by Chairman Clarence F. Lea (D-Cal.) of the Interstate & Foreign Commerce Committee as the Senate Interstate Commerce Committee whipped into shape a revised draft of the White-Wheeler Bill (S-814) on which hearings already have been held.

With the temper of Congress, on both sides, clearly in favor of a trimming down of the FCC through direct legislative mandate, Chairman Lea told BROADCASTING that the newly created standing subcommittee on communications, of his committee would begin hearings as soon as the Senate completes consideration of the White-Wheeler measure. Chairman of the subcommittee is Rep. Alfred L. Bulwinkle (D-N.C.) The Republican membership, however, has not been completed but, according to Mr. Lea, will be this week. Pending before the House Committee is the Holmes Bill, which follows generally S-814.

Confer With Leaders

On the Senate side, Chairman Burton K. Wheeler (D-Mont.) and Senator Wallace H. White Jr. (R-Me.), acting minority leader, last week spent considerable time in redrafting their bill. With Congress convening this week, it was expected a full committee meeting would be held shortly to consider in detail the amendments drafted by the co-authors, based on the hearings held from Nov. 3 to Dec. 18.

During the holiday fortnight, the two Senators conferred with a number of the groups and with the FCC regarding recommended provisions.

Although the final draft of the measure, in the form it will be submitted to the full Committee, has not been completed, it appeared evident the co-authors were disposed to place in the bill rigid safeguards against any degree of program regulation by the FCC.

Some measures of regulation of business aspects, such as contractual relations of networks with their affiliates, appeared to be slated for inclusion in the bill. The original White-Wheeler bill carried a strict prohibition against regulation of business activities by the FCC and was designed to restrict its functions to those of licensing authority or "traffic cop".

Whereas the bill carried a proviso splitting the Commission into separate autonomous divisions of three members each, one dealing with broadcasting and related services and the other with common carriers, there was no assurance this provision would be retained. Under this proposal the chairman would become the executive officer, with no vote on either division.

Thought is being given to a five-man Commission, with a rotating chairmanship, it was reported. It was understood that the question of a three-man Commission, originally proposed in 1939, with implied Administration endorsement, is being discussed. Senator White last week was understood to adhere to the original provision of his bill for a split Commission.

On the question of equal time for the discussion of controversial issues, great difficulty has been experienced in drafting language to cover such a requirement. Chairman Wheeler has been insistent from the start that provision be made to assure equivalent time, networks and facilities for opposing speakers.

Temporaries Out?

It was thought possible the Committee might decide to forego writing such a provision in the law and resort to the adoption of a resolution by Congress expressing it as the sense of the legislature that "fairness" be observed through the voluntary allocation of equivalent facilities for such public discussions. Presumably such a resolution also would cover attacks by radio commentators whose time would be made available for answers by those aggrieved.

A specific injunction against issuance of temporary licenses by the FCC, except in cases of technical breakdowns or emergencies, also is being considered. The temporary license has been attacked as a means of punishing or stigmatizing stations.

It was also thought probable that the Committee would favor changes in the procedural and appellate provisions to assure all licensees of their dav in court. A return to the former procedure, whereby the court would review Commission cases as to the facts, as well as the law, was understood to be under consideration.

Precisely what the Committee would be disposed to do on the newspaper ownership question depends upon the FCC's ultimate determination of that issue. Committee sentiment appears to be overwhelmingly against "class discrimination" of the character initially proposed by the FCC.

Press Ownership May Go to Congress

Tentative FCC Action Withdrawn as Too Hot to Handle

ULTIMATE fate of the FCC's newspaper-ownership order remained in doubt last week, but with indications that the ball will be passed to Congress as a policy question too hot for the FCC to handle.

A fortnight ago the FCC tentatively had decided to compromise its position by pronouncement of a policy "in 1943" which would permit existing ownership of stations by newspapers to continue unmolested, but with newspaper identity considered "an element" in all other circumstances. When this information "leaked" on Capitol Hill, the FCC majority reversed its field and the matter was to be considered anew at a subsequent meeting.

Not Considered

Last week there was no full Commission consideration of the case because of the illness with influenza of Commissioner C. J. Durr, who favored the "class" distinction proposal. Chairman James Lawrence Fly left town Thursday for the balance of the week. It had been expected the matter would be taken up at the White House, because of the known interest of the President in the whole question. Mr. Roosevelt's indisposition, however, evidently prevented such a conference.

As things stood last week, the Commission had before it the views of its subcommittee of Commissioners Ray C. Wakefield, Norman S. Case and C. J. Durr—in essence proposing that a categorical rule against newspaper ownership be eliminated but that it be considered "an element, among others" in all future considerations of applications along with the dissenting view of Commissioner T. A. M. Craven. The latter proposed that there be no distinction whatever, and that the Commission so report to Congress.

The FCC majority, it was thought, concluded that it had better make haste slowly because of the broad implications a ruling on newspaper ownership might have upon other ownership situations and services, present and prospective. Television, FM and facsimile inevitably would be drawn in, it was pointed out. And entirely outside the newspaper field, there ultimately would arise the question whether a standard broadcaster would be permitted to own an FM station, since the policy would be directed against operation of more than one medium for dissemination of information. Thus, a precedent established in newspaper ownership against future operation of more than one medium ultimately would have to be applied in such fashion as to force dual AM and FM station operators to elect between the two, it was concluded.

At the Senate Interstate Commerce Committee, which now is drafting a revised White-Wheeler Bill to amend the Communications Act, it was thought the FCC would be disposed to leave the regulations with respect to ownership status quo, and let Congress decide the issue. The view was that the Commission would decide to consider

(*Continued on page 54*)

Better Rural Service Sought by Panel

Easing of Interference At Night Object of Planning Group

INCREASED rural coverage and the alleviation of existing interference conditions with AM broadcasting are the ultimate goals in an intensive study of radio undertaken last Wednesday at the first meeting of Panel 4 on Standard Broadcasting of the Radio Technical Planning Board.

Attended by 40 members, the all-day session at the Pennsylvania Hotel in New York included a luncheon discussion of problems to be studied by the engineer-members. Chairman Howard S. Frazier, NAB Director of Engineering, named three committees to conduct the studies. They will report their findings to Panel 4 and the Panel in turn will make recommendations to the RTPB.

"We hear much talk about a period of dual AM and FM operation after the war, to be followed by abandonment of regional and local AM channels," said Mr. Frazier in his opening address. "Your chairman does not share this view, but believes that dual operation will be the general practice for many years. Both types of service are broadcasting and in time each service will find its permanent place and function in serving the public."

Night Problem

Declaring that AM broadcasting has not yet been utilized to its fullest extent, Chairman Frazier called upon the Panel to delve thoroughly into the possibilities of eliminating much of the present night interference. He also pointed out that many areas of the country are without primary service, both day and night, but that further development of AM should help solve that problem.

"Newer methods of broadcasting and television are not expected to contribute materially to the improvement of rural service," he said. "Obviously then, the responsibility for the solution of this problem rests with this Panel. It is hoped that while exploring methods of improving the areas of rural coverage, much can also be done to alleviate existing interference conditions and increase present signal intensities of many stations."

The three committees set up within Panel 4 and the studies assigned to each include:

Allocation (P4a) — FCC rules governing standard broadcast stations and standards of good engineering practice. Coverage and interference studies, with a comparative analysis of methods to improve and extend rural coverage, including low-frequency broadcasting on the 200-400 kc band.

Transmitter (P4b)—Transmitter design standards, including studio equipment.

Receiver (P4c)—Receiver design standards.

Attending last week's meeting were:

G. P. Adair, FCC; Stuart Bailey, Jansky & Bailey; J. C. Bayles, Bell Tel. Labs.; A. E. Barrett, British Broadcasting Corp.; M. R. Briggs, Westinghouse Radio Div.; W. G. Broughton, Gen. Elec. Co.; H. R. Butler, Fed. Tel & Radio Co.; R. D. Cahoon, Canadian Broadcasting Corp.; R. T. Capodanno, Philco Corp.; J. B. Coleman, RCA; Frank A. Cowan, AT&T.

Burgess Dempster, Crosley Corp.; D. D. Cole, RCA; K. H. Emerson, Philco Corp.; Charles W. Finnigan, Stromberg-Carlson Co.; Mr. Frazier; W. T. Freeland, Freeland & Olschner Prod. Co.; Martin A. Gilman, Gen. Radio Co.; Paul F. Godley, consulting engineer; A. C. Goodnow, Westinghouse Elec. & Mfg. Co.

O. B. Hanson, NBC; K. B. Hoffman, Buffalo Broadcasting Co.; H. W. Holt, WOV; G. Porter Houston, WCBM; Clyde M. Hunt, CBS; C. M. Jansky Jr., Jansky & Bailey; T. C. Kenney, Westinghouse Radio Stations; W. B. Lodge, CBS; Italo A. Martino, WDRC; Frank H. McIntosh, WPB; Philip Merryman, NBC; G. O. Milne, BLUE; C. R. Miner, Gen. Elec. Co. Receiver Div.

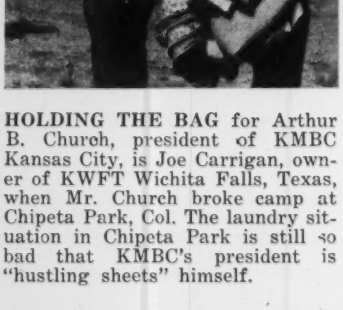
J. R. Poppele, WOR; A. D. Ring, Ring & Clark; R. J. Rockwell, Crosley Corp.; Lynne C. Smeby, consulting engineer; Arthur Stringer, NAB; V. E. Trouant, RCA; R. H. Williamson, Gen. Elec. Co.; Grant Wrathall, McNary & Wrathall.

Membership of the three committees follows:

ALLOCATION—A. D. Ring, Ring & Clark, chairman; Stuart L. Bailey, Jansky & Bailey, vice-chairman; Clyde M. Hunt, WTOP, secretary; John H. Barron, consulting engineer; Walter A. Brester, WTOP; E. K. Cohan, CBS; F. A. Cowan, AT&T; George C. Davis, consulting engineer; F. M. Doolittle, WDRC; K. J. Gardner, WHAM; Paul F. Godley, consulting engineer; O. B. Hanson, NBC; Karl B. Hoffman, WGR-WKBW; John V. L. Hogan, WQXR; H. W. Holt, WOV; G. Porter Houston, WCBM; Royal V. Howard, KSFO; T. C. Kenney, KDKA; William B. Lodge, CBS; George M. Lohnes, Jansky & Bailey; I. R. Lounsberry, WGR-WKBW; Philip Merryman, NBC; George O. Milne, BLUE; J. R. Poppelle, WOR; Ronald J. Rockwell, WLW; Lynne C. Smeby, consulting engineer; J. E. Tapp, KSFO; Grant R. Wrathall, McNary & Wrathall.

TRANSMITTER — Ronald J. Rockwell, WLW, chairman; R. H. Williams, GE, vice-chairman; Raymond F. Guy, NBC, secretary; J. C. Bayles, Bell Labs.; M. R. Briggs, Westinghouse; W. G. Broughton, GE; E. K. Cohan, CBS; J. B. Coleman, RCA; William T. Freeland, Free'and & Olschner Products; Paul F. Godley, consulting engineer; A. C. Goodnow, Westinghouse; J. S. McKechnie, Federal T & R Corp.; O. B. Hanson, NBC; G. Porter Houston, WCBM; George O. Milne, BLUE; R. E. Poole, Bell Labs.; Earl G. Ports, Federal T & R Corp.; V. E. Trouant, RCA.

RECEIVER—D. D. Colo, RCA, chairman; H. B. Canon, Wells-Gardner & Co. vice-chairman; R. T. Capodanno, Philco, secretary; Gordon T. Bennett, Wells-Gardner & Co.; K. A. Chittick, RCA; C. W. Finnigan, Stromberg-Carlson; K. J. Gardner, WHAM; Karl B. Hoffman, WGR-WKBW; T. C. Kenney, KDKA; C. R. Miner, GE; D. H. Mitchell, Galvin Mfg. Co.; Benjamin Olney, Stromberg-Carlson; E. B. Passow, Zenith Radio Corp.; J. R. Poppele, WOR; Elmer Wavering, Galvin Mfg.; Burgess Dempster, Crosley Corp.



HOLDING THE BAG for Arthur B. Church, president of KMBC Kansas City, is Joe Carrigan, owner of KWFT Wichita Falls, Texas, when Mr. Church broke camp at Chipeta Park, Col. The laundry situation in Chipeta Park is still so bad that KMBC's president is "hustling sheets" himself.

Net Executives Plan Meeting With Petrillo in Near Future

Top Industry Men to Discuss Renewal Terms Of Union Locals in Key Network Cities

TOP EXECUTIVES of the four nationwide networks will meet with James C. Petrillo, president of the American Federation of Musicians, in the near future, probably this week, to discuss overall terms for a renewal of the network contracts with the union locals in the key cities from where most network programs originate. Contracts in New York and Chicago expire the end of this month and those on the West Coast later in the year.

When and if the union and network presidents reach an agreement on basic terms for the new contracts, Mr. Petrillo will lift his order of last summer restraining the locals from negotiating new network contracts and the details will be worked out locally in each city.

Order was issued at the time the tripartite panel of the National War Labor Board began its New York hearings on the dispute of the union and the recording industry, a dispute which was ended by voluntary settlement between the union and all major recording companies except NBC radio recording division in the transcription field and Columbia Recording Corp. and RCA Victor in the phonograph record field.

Panel Report Soon

Hearings on the continuing disagreement between the AFM and those companies which have refused to accept the principle of royalty payments into a union relief fund which the union has made a major premise in the new recording contracts were concluded in the late fall and the report of the panel to the NWLB is expected to be completed before the end of the month.

Next meeting between the network and union heads will be a continuation of a preliminary session held in New York Christmas week. In accordance with an agreement made at this meeting, no details of the discussion were revealed by any of the participants. It is understood that no specific discussions were held at this December session, but following its conclusion with the decision to meet again, industry fears of a general strike against all network musical programs have lightened.

Practice of conferences between the top executives alone, excluding the contingent of aides and attorneys formerly in attendance at all such meetings, was originated last fall when Mr. Petrillo held several meetings with David Sarnoff, RCA president, and William S. Paley, president of CBS, in an effort to come to an agreement on the recording dispute.

Paul Kesten, executive vice-president of CBS, who is representing that network in the new discussions during the absence of Mr. Paley, now serving overseas with the OWI, and Mr. Petrillo were both away from New York last week, preventing a meeting then as had been expected. Both of them are due back in the city this week, however, and the group will probably reconvene before the week is out.

P & G Gives Time To Aid War Effort

Werner Addresses 'Ma Perkins' Staff on 10th Anniversary

DURING the past year Procter & Gamble Co. broadcast 386 messages for over 70 Government and quasi-government causes under OWI schedule, as part of its regular programs. In addition, the company has broadcast messages urging fat salvage, as well as numerous appeals to the public urging more careful use of soap to avoid waste.

These and other statistics on number of stations and size of audience in P & G's radio support of the war effort were cited by William G. Werner, manager of P & G's public relations division, in a recent talk to the creative and production staffs of the *Ma Perkins* daytime radio serial on the program's tenth anniversary.

Serials Doing Job

In addition, Mr. Werner touched upon the record of *Truth or Consequences*, sponsored by P & G, which sold $189,000,000 worth of Bonds on Ralph Edwards' last tour. Mr. Werner pointed out the importance of daytime radio serials, stating that such programs "are doing their job, delivering millions of listening, friendly homes with the radios tuned in ready for Uncle Sam's war-needs radio messages—doing this in a way and to a degree that could not be accomplished by any other type of daytime radio program yet conceived by the combined brilliant minds of America's advertising, dramatic and radio experts."

Block Drug Renews

BLOCK DRUG Co., Jersey City, during January is renewing its spot announcement campaign for Gold Medal capsules for the first quarter of 1944 on 200 stations throughout the country. Agency is J. Walter Thompson Co., New York.

Evening Listening Steady, Day Gain Seen

Slight Dip in Evening Audience Held Possible, However, This Year

By MATTHEW N. CHAPPELL Ph. D.
Consultant to C. E. Hooper Inc.

NATIONAL gasoline rationing, greater employment and increase in size of the armed forces are all clearly reflected in the radio audience trends for 1943. They seem to have borne out the predictions concerning audience conditions made in this space last year.

Generally speaking, evening "Sets-in-Use" in 1943 have been at about the same high levels reached in 1942 but the year-end conditions suggest slightly lower "Sets-in-Use" for the coming year. The average daytime "Sets-in-Use" for 1943 was also about equal to that for 1942 but here the indications are that 1944 will be equal to or slightly higher than 1943.

Basic Factors

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) The "Available Audience"—the percent of the population at home and awake at a given time.

(b) "Sets-in-Use"—the percent of homes listening to the radio at a given time.

(c) "Ratings"—the percent of homes listening to specific programs.

(d) "Sponsored Broadcast Hours"—the number of network hours per week devoted to sponsored programs.

Two of these—"Sets-in-Use" and "Available Audience"—have reached new highs in interest as a result of the operation of important and compensating groups of influences. Greater employment, increased size of the armed forces, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the "at home" segment of the population—the "Available Audience" from which radio recruits its listeners.

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers, in 32 large cities geographically well distributed, call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?
2. To what programs were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?

4a. How many men, women and children are listening?

Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second in the third week.

Evening Audience Trends

The trends of "Sets-in-Use" and "Available Audience" for daytime and for evening over the period January 1941-December 1943 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening "Sets-in-Use" and "Available Audience" indexes for each of the three years—1941, 1942, 1943. The outstanding characteristic of both sets of curves is their seasonal variations. Both the "Available Audience" and the "Sets-in-Use" index tend to reach maxima in midwinter and minima in midsummer.

Chart I represents the Hooper Evening "Sets-in-Use" index from January 1941 to December 1943. It will be seen that in 1943 "Sets-in-Use" started the year below January 1942 which was the month following Pearl Harbor. By the first week in March, the 1943 level was above that for 1942 and remained above through the first week in May. In 1942 a major drop occurred between March and April which in previous years had not occurred until a month later. Daylight Saving Time was initiated late in April in years prior to 1942, but War Time was inaugurated in February 1942.

It was concluded that the added hour of daylight together with the mild weather accounted for the sharp decline in April "Sets-in-Use"; that War Time had advanced the seasonal decline about a month; and that a similar influence should be expected for the duration. This was found again in 1943.

From May through July, evening "Sets-in-Use" in 1943 were lower than in 1942, and from August through October somewhat higher. After the first week in November 1943 "Sets-in-Use" fell below the 1942 level.

The "Available Audience" trend for the evening is shown in Chart II. It will be noted that in 1942 the available audience showed a major gain in May which reversed the usual seasonal trend. Gas ra-

(*Continued on page 50*)

CHART I

Hooper National Trends

SETS-IN-USE INDEX — EVENINGS

JANUARY, 1941 — DECEMBER, 1943

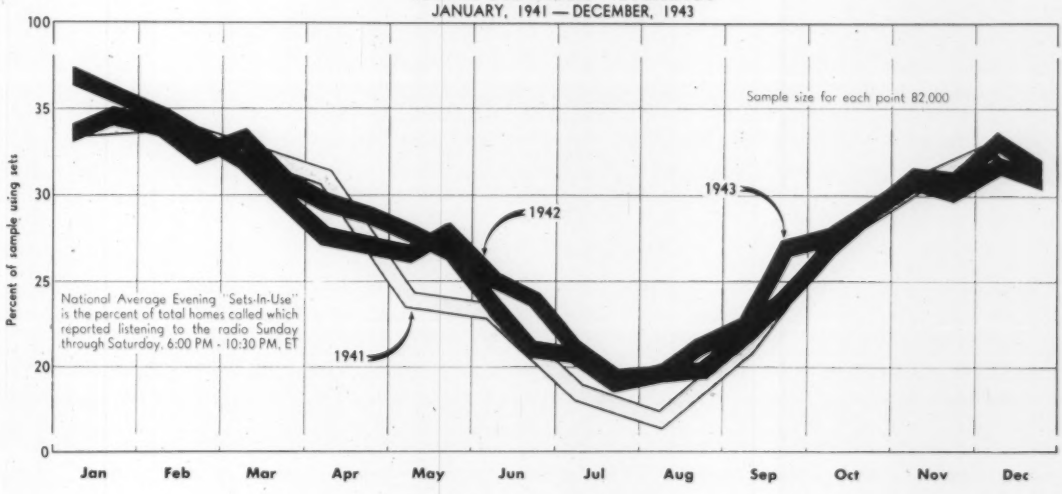
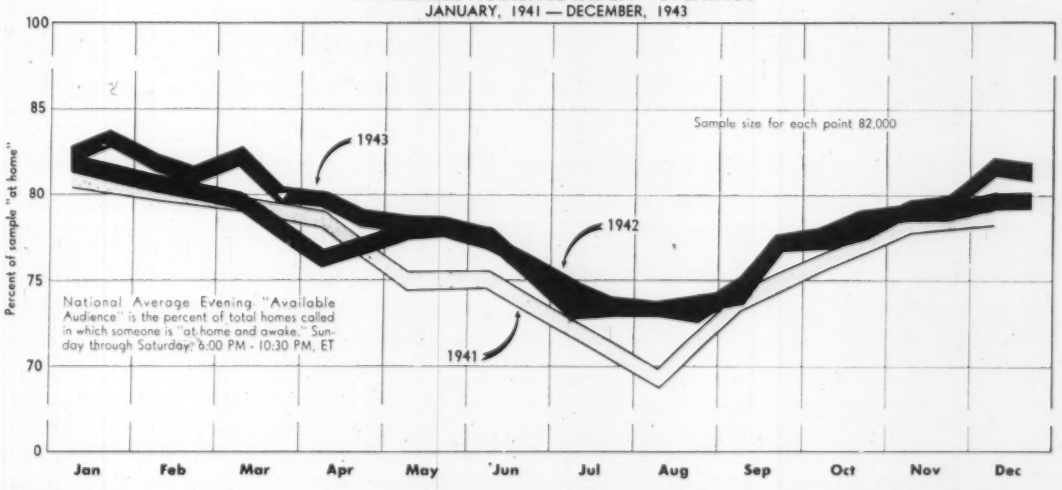


CHART II

Hooper National Trends

AVAILABLE AUDIENCE INDEX — EVENINGS

JANUARY, 1941 — DECEMBER, 1943



J. Edgar Hoover Appearance Slated Before House Probe

Fly to Be Queried on Charge That He Instigated Hooper Retirement; Redman Named by Lea

RESUMPTION next week of public hearings before the House Select Committee to Investigate the FCC will bring to a close the first portion of the inquiry with the scheduled appearance of J. Edgar Hoover, FBI chief.

Chairman Clarence F. Lea (D-Cal.), who has set the resumption date tentatively for Jan. 17, said last Thursday that Mr. Hoover would be called to testify in connection with charges that the FCC refused to turn over to the FBI fingerprints of radio operators in Commission files, until some months after Pearl Harbor. When Mr. Hoover concludes his testimony, the first phase of the investigation will be completed and the FCC will begin its defense of charges so far leveled before the Committee.

Fly to Be Questioned

When FCC Chairman James Lawrence Fly appears to answer the charges, the Committee will question him about allegations that he was instrumental in forcing the retirement of Rear Adm. Stanford C. Hooper, former chief of Naval Communications, and was attempting to bring about the removal of Rear Adm. Joseph Redman, director of Naval Communications, Chairman Lea said.

"We don't plan to subpena Mr. Fly but when he appears to defend himself we will question him about charges already made," said Mr. Lea, adding that he referred to testimony by Commissioner T. A. M. Craven [BROADCASTING, Dec. 6] that "one of the leading men in radio in the Navy was practically cashiered and placed on the retired list" at the "instigation and insistence of the chairman of the FCC". Commissioner Craven refused to disclose names in open hearing, declaring he feared Mr. Fly would cause "reprisals to be visited" on the officers in question, but he did testify further in executive session.

"I didn't know that Adm. Redman was one of the officers but I think it was generally understood that he was," Chairman Lea told BROADCASTING after the United Press last Friday quoted him as disclosing the names of both Adm. Hooper and Adm. Redman. Rep. Anderson (D-N.M.) previously had announced that Adm. Hooper was the man referred to by Commissioner Craven as having been retired at Mr. Fly's instigation.

In a story Friday night the United Press quoted Mr. Lea as saying President Roosevelt had recommended the replacement of Adm. Redman at the request of Mr. Fly and that the recommendation is pending at the Navy Dept. Mr. Lea told BROADCASTING that he had not made such a statement.

During testimony last Nov. 30 by Commissioner Craven, General Counsel Eugene L. Garey told the Committee that he had testimony from one of the officers involved but that "we are not permitted to use" it in public hearing.

Commenting on published reports that the Committee would investigate the BLUE Network sale of last October, Chairman Lea said if there is evidence that Edward J. Noble, BLUE president, had been forced to file a statement of program policy with the FCC before the transfer was approved, the Committee would investigate.

"I was misquoted by the Associated Press," said Chairman Lea, referring to a story published last Wednesday in the *Washington Star*, which attributed to him a statement that the inquiry into the BLUE network was "aimed primarily at making certain the new management is adhering to regulations for an equitable distribution of radio time for political speakers."

RATIONING WORRIES were solved by Bob Pendergast, of Campbell - Mithun, Minneapolis, when he brought down this big buck while on a recent hunting trip with Dalton LeMasurier and Odin Ramsland of KDAL Duluth. Mr. Pendergast is in charge of radio time and research for the agency.

KAREN HOLDT of CBS Hollywood press department, and photogenic, currently is gracing national billboards for the Navy nurse recruiting drive.

Bulova Interests Seek FCC Permission To Sell WOV; Other Negotiations Pend

APPLICATION for the sale of WOV New York by the Arde Bulova interests to Mester Bros., Brooklyn food manufacturers and distributors, for $300,000 was filed with the FCC last week. The application was a reinstatement of one filed March 30, 1942 but subsequently dismissed largely at the insistance of Federal authorities interested in the continuity of ownership of the station because of its Italian language broadcasts.

The transaction has no direct relation to reported negotiations for sale of other Bulova stations at a figure understood to be in excess of $2,000,000. For several weeks reports have been current of conversations looking toward disposition of the stations, including WNEW New York, WCOP Boston, WPEN Philadelphia, WNBC Hartford, WELI New Haven.

The transaction has a relationship to the FCC's regulation against multiple ownership in the same community, which becomes effective June 1. Since Mr. Bulova is principal owner of WNEW, he would be forced to relinquish one or the other of the stations. WORL Boston, owned by Harold A. Lafount, former radio commissioner and general manager of the Bulova stations, also is affected by virtue of WCOP's ownership by Mr. Bulova. Consequent eventual sale of WORL is foreseen should Mr. Bulova retain ownership of WCOP along with his other stations.

The WOV transaction involves transfer of some 50% of the Class A stock of the Wodaam Corp. operating WOV, as well as approximately 80% of the common stock. Richard F. O'Dea would retain his interest in Wodaam, holding approximately half of the preferred stock and 20% of the common. The acquisition would be made from Mr. Bulova and his brother-in-law, Maj. Harry Henschel, former manager of WOV now on active duty in the Army.

The original application was dismissed at the request of the applicants. It is understood that the Office of War Information and the FCC concluded it would be undesirable to change ownership of the stations, which then specialized in foreign language programs, primarily Italian. In deference to wishes expressed, the transaction was suspended.

The acquisition, subject to FCC approval, is understood to include new studios of WOV at 730 Fifth Ave., in which approximately $100,000 was invested in 1942. WOV, as a daytime station, was acquired several years ago by Mr. Bulova from the late John Iraci. It operates on 1280 kc with 500 w, 6/7 time. WHBI Newark uses the facilities on Sundays.

The sale would be to Murray and Meyer Mester. Mester Bros. are producers and distributors of Balboa Oil, a big seller in the Italian community.

KOIL, KFOR Sold To Stuart Brothers

$350,000 Is Price Specified In Applications to FCC

APPLICATIONS were sent to the FCC last week for approval of the transfer of all of the capital stock of KFOR Lincoln and KOIL Omaha to Charles T. Stuart and James Stuart of Lincoln, for $350,000. Both stations are now operated by the Sidles Co. and the Lincoln newspapers, the *Journal* and the *Star*, jointly.

Sidles Co. and the Lincoln newspapers retain their ownership and operation of KFAB Lincoln. The Stuarts were associated, until Oct. 12, 1943, with the Sidles Co., which was founded in 1903 by H. E. Sidles and Charles Stuart.

The transaction is in keeping with the FCC's regulation which, effective June 1, bars multiple ownership of stations in the same or overlapping areas.

Back in Radio

The Stuart brothers, it was stated, after thus having been out of radio since last October, will return to the industry with which the family name has been associated in Nebraska since the earliest days of radio, dating back to Dec. 4, 1924.

KFOR, a local with 250 watts power on 1240 kc is owned by the Cornbelt Broadcasting Corp. It is the outlet in the Lincoln area for the BLUE and Mutual. Studios are in the Lincoln Hotel. KOIL, licensed to Central States Broadcasting Co., operates with 5,000 w on 1290 kc and is the Omaha outlet for CBS. Studios are in the Omaha National Bank Bldg.

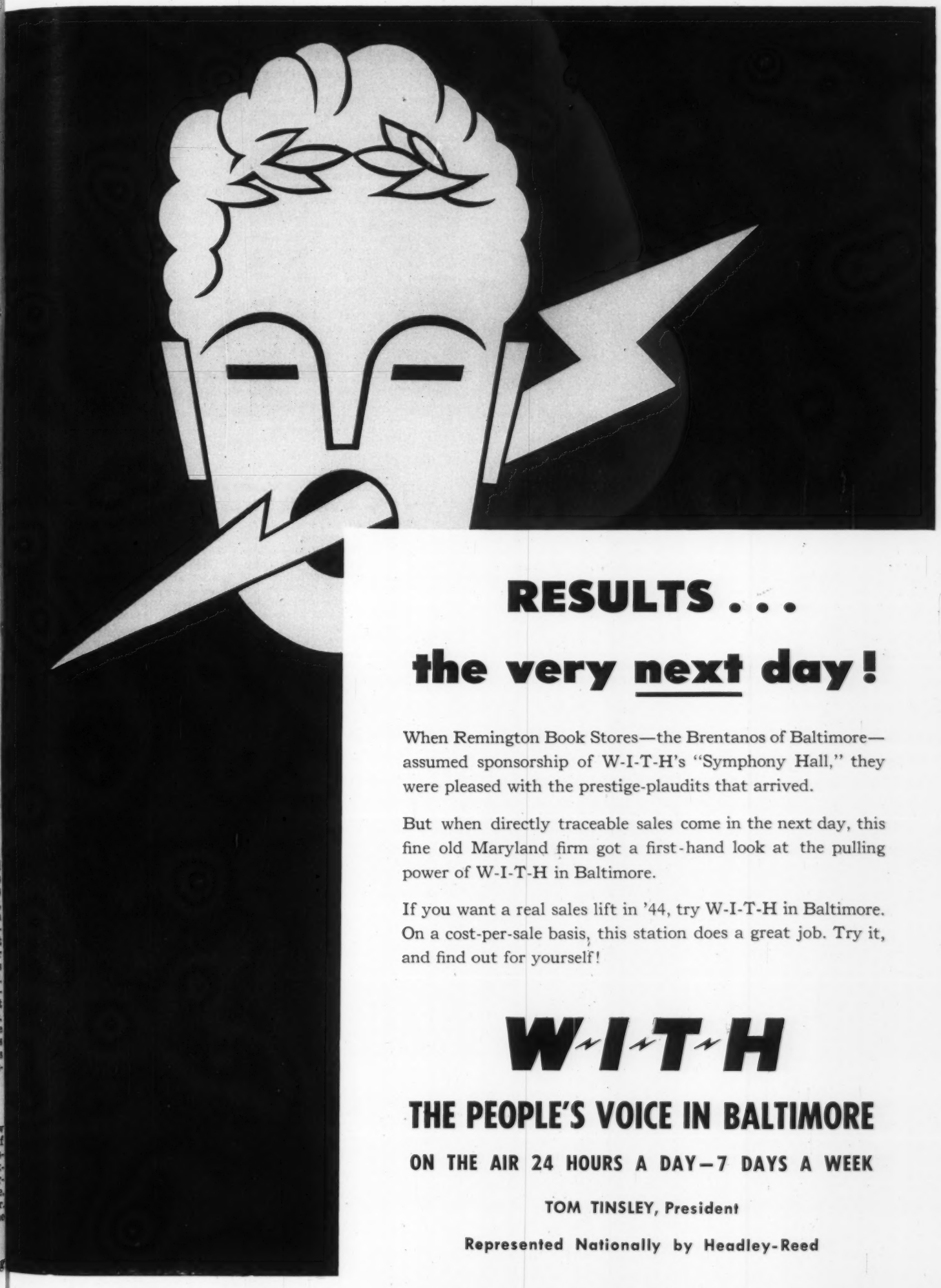
KFAB is a CBS outlet and operates on 780 kc with 10,000 w but has a 50,000 w potential. Each of the three stations has been owned on an even split basis by the Sidles Co., of which Fred Sidles is head, and by the Lincoln newspapers.

WJR Industry Program

INCREASED interest in industrial effort throughout the country has caused WJR Detroit to resume its Saturday afternoon series, *Victory, F. O. B.* Program originates from Shrine Temple, Detroit and is carried on over 100 CBS stations at 3:30 p.m. (EWT). Guest speaker on the first program, Jan. 8 was Eric Johnson, president of the U. S. Chamber of Commerce. Geraldine Elliott, of the WJR script department prepares the script. This series is an outgrowth of the older series *F. O. B. Detroit* and is designed to acquaint the listeners with industry, its present and post-war problems.

Texcel to K&E

INDUSTRIAL TAPE CORP., New Brunswick, N. J., subsidiary of Johnson & Johnson, New Brunswick, has named Kenyon & Eckhardt, New York, to handle advertising for Texcel cellophane tape. Spot radio was used last November. No radio contemplated for the present.



RESULTS . . .

the very next day!

When Remington Book Stores—the Brentanos of Baltimore—assumed sponsorship of W-I-T-H's "Symphony Hall," they were pleased with the prestige-plaudits that arrived.

But when directly traceable sales come in the next day, this fine old Maryland firm got a first-hand look at the pulling power of W-I-T-H in Baltimore.

If you want a real sales lift in '44, try W-I-T-H in Baltimore. On a cost-per-sale basis, this station does a great job. Try it, and find out for yourself!

W·I·T·H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

Represented Nationally by Headley-Reed

Evans Traces Air Advances to War

Answers Available to Video Problems, He Tells Club

RESEARCH and development in radio during the present war is "perhaps a thousand times that of the last war after which broadcasting as it is known today came into being", Walter Evans, vice-president in charge of the Westinghouse Radio Division, told members of the Radio Executive's Club of New York at the regular bi-monthly meeting Jan. 6 at the Hotel Shelton.

The club also saw the first public showing of "On the Air—The Story of Radio Broadcasting", a motion picture produced by Westinghouse to show the development of broadcasting from its beginning at KDKA Pittsburgh, to its present-day status.

Increased Output

In his talk, Mr. Evans described how Westinghouse has increased its output of radio equipment for war needs to 51 times the volume produced at the declaration of the national emergency. He discussed Westinghouse's belief that "all of the technical answers are on hand for a usable and acceptable television system, including the probability of a reasonably priced receiver", and noted that manufacturers may find FM a "must" in all lines of medium-to-high priced sets after the war.

In the absence of Murray Grabhorn, of BLUE Spot Sales, president of the club, Beth Black of Joseph Katz Co., presided, introducing Lee Wailes, general manager of Westinghouse Radio Stations, who in turn presented Mr. Evans. Seated at the speakers' table in addition to Miss Black, Mr. Wailes and Mr. Evans, were B. A. McDonald, Westinghouse; Mark Woods, president of the BLUE; James McConnell, William Hedges and Roy C. Witmer, all NBC executives. Out of town guests included: Walter Horn, James Murray, Ted Kenney, Frank Webb, J. E. Baudino, KDKA; D. A. Myer, Westinghouse; C. S. Young, Jerry Slatterey, S. Keane, C. H. Masse, WBZ; Ethel Rantz, Lever Bros. Co.; Ed Yocum, KGHL; Hal Lamb, Leslie Joy, H. McCall, Jack Derussey, KYW; E. H. Rogers, Gray & Rogers, Phila.; Lt. De Laat, formerly of WFAS; W. Johnson, WTIC, and Gladys Moore, WIBX.

Revlon Changes

REVLON PRODUCTS Corp., New York, has changed the name of its BLUE Sunday half-hour show starring Gertrude Lawrence from *Revlon Revue* to *Revlon Theatre*, and is presenting a straight dramatic program instead of a variety show. Program is heard on 79 BLUE stations in the 10-10:30 p.m. spot. Wm. H. Weintraub & Co., New York, is agency.

WEE WAC IS BACK
Tiny Corporal Now Stationed At Ft. George Meade

JUST BACK from Africa, the 4' 10" WAC Cpl. Jessie Stearns writes to say she is now at Ft. George Meade, Md., in the Public Relations Office. This smallest WAC used to be with KYA San Francisco, WLS Chicago, and KQW San Jose working in programming and publicity.

"My most thrilling experience," she says, "was on the stage of Constitution Hall, Washington, D. C., with Joe Kelly and the Quiz Kids. Maj. Gen. Ulio, Adjutant General of the Army, who was special guest of the program, came over and introduced himself, and I advised him it was his endorsement, the ninth one on my waiver, that enabled me to become a WAC." He told her to keep up the good work and "get yourself some more stripes and bars."

SEP Features Howe

LEAD STORY in the Jan. 1 issue of the *Saturday Evening Post* is devoted to Gene Howe, publisher-broadcaster of Texas and associate of O. L. (Ted) Taylor, in the Taylor-Howe-Snowden group. Entitled "Panhandle Puck", the story by Jack Alexander tells of Mr. Howe's journalistic attainments, emphasising how he made a success of newspaper publishing by being a "buffoon". The Taylor-Howe-Snowden stations are KGNC Amarillo, KTSA San Antonio, KFYO Lubbock, and KRGV Weslaco.

RADIO BUILDING PLANNED BY WGN

CONSTRUCTION PLANS for a new postwar WGN Chicago building were announced last week by Frank Schreiber, WGN manager. On land purchased recently by the *Chicago Tribune*, just south of Tribune Tower, fronting on Michigan Avenue and overlooking the river, the several-million-dollar structure will be built to harmonize architecturally with both the Tribune Tower and the present WGN building.

Concentrated in the modern building will be the complete dramatic, musical, mechanical, and business activities of WGN and midwestern offices of MBS.

Accommodation for expected expansion in postwar developments of television, FM and AM is anticipated in plans for the six or seven-story WGN project. A 2,000-seat radio theatre will be provided for television. Small studio theater seating 600, a 350-seat capacity studio, ten additional studios for smaller productions, rehearsal halls, audition rooms, music library, and offices for the entire production staff are planned.

Post-War Buying Study Shows 7% Want Radios

A SIZABLE percentage of American families will immediately purchase radios when they are again available, according to a report on post-war buying prospects issued last week by the U. S. Chamber of Commerce. Surveying buying intentions of the nation's 35 million families, the Chamber found that 64% would begin buying currently scarce articles when the war ends and that 7.3% of these families intend to buy radios.

The survey is based on samplings through personal interviews with urban and rural families having incomes not in excess of $4,000 annually which make up the mass market of America. It reveals that more than half of the families will have sizable reserves for early post-war purchases, 51% indicating savings accumulations of one-tenth or more of their annual incomes.

Helfer Dramatized

HEROIC EXPLOITS of Lt. Al Helfer, USNR, formerly sports announcer of WOR New York, were dramatized last week on *Cavalcade of America* on NBC. Program told the story of a submarine chaser under the command of Lt. Helfer.

Martha's Double

LISTENERS to Martha Deane on WOR New York, had a New Year's surprise last week—and so did Miss Deane. On New Year's Eve, she gave birth to twins, a boy and a girl—and what's more she conducted her regular 2-2:30 p.m. program until the very day she went to the hospital, without telling her listeners the news. In private life, she is the wife of William Bolling Taylor, former advertising executive of J. M. Mathes Inc., and now a captain in the Army Air Forces Amphibious Command. Ruth Millett, feature writer for NEA, is conducting the program temporarily.

TRIO LEAVE ESTY FOR GRANT AGENCY

THREE executives of the William Esty & Co., New York—Vice-President P. Wesley Combs, Timebuyer Thomas H. Lynch, and Radio Producer Harry Holcomb, have joined the New York offices of Grant Adv., the latter two assuming their new duties Jan. 10, while Mr. Combs joined the agency last week as vice-president and account executive.

Mr. Lynch, who started in the advertising business with Esty nine years ago and has gained wide experience in the agency's production, research, and media departments, has been appointed Grant's New York media director. Mr. Holcomb, a former producer of WLW Cincinnati, and eight years Esty radio producer, most recently in charge of the R. J. Reynolds Moore-Durante show on CBS, will be the Grant radio director and producer.

Former advertising manager of General Motors Corp., Mr. Combs has been with Wm. Esty since the agency was founded. In his new executive post he succeeds John Morrow, who resigned from Grant last November.

Ford Uncertain

PLANS by the Ford Motor Co., Detroit, to replace Earl Godwin's quarter-hour daily newscasts on the BLUE with a musical series featuring Tommy Dorsey's orchestra did not materialize last week [BROADCASTING, Dec. 13]. For the past several weeks Ford has been undecided on the Saturday and Sunday evening 8-8:15 period it fills on the BLUE, with rumors ranging from a consolidation of that time into a single half-hour to two programs featuring talent taken from the Ford staff of employes. According to J. Walter Thompson Co., Ford's newly-appointed agency, Ford has made no definite decision for the show last week and will not announce plans until later this month.

INTERNATIONAL FLAVOR was given a recent round table program on KOIN Portland which included Lord and Lady Halifax, the mayor of the city and the governor of Oregon. The British Ambassador was on a tour of Oregon shipyards and other war industries when arrangements were made for a broadcast on British and American war production from the mayor's office. Around the table (l to r): Gov. Earl Snell; Lady Halifax, Johnny Carpenter, KOIN Director of Special Events; Mayor Earl Riley; Lord Halifax.

WALKER'S Austex Chili Co., Austin, Tex., on Jan. 5 began participations on Dr. Eddy's *Food & Home Forum* on WOR New York for Mexene Chili Powder Seasoning. Walker agency is A. A. Crook, Dallas.

the move is to Mutual

*by listeners, too**

Sherlock Holmes
for Petri Wine
through Young & Rubicam

HIGHEST RATING
Monday, 8:30 pm

Gabriel Heatter
for Kreml
through Erwin, Wasey

HIGHEST RATING
Friday, 9:00 pm

The Shadow
for 'blue coal'
through Ruthrauff & Ryan

HIGHEST RATING
Sunday, 5:30 pm

* as well as advertisers.

Source: C. E. Hooper, Dec. 1943

Tide Water Carries West Coast Games

Firm Sponsors 60 Basketball Contests From Seven Cities

TIDE WATER Associated Oil Co. will broadcast approximately 60 Pacific Coast basketball games over an area extending from Spokane to San Diego. This marks the 19th consecutive year of West Coast sportscasts sponsored by the company.

Mr. Deal

Originating in seven cities, broadcasts will be less confused than the football games of last season, because all Pacific Coast Conference schools, excluding Stanford, have scheduled full basketball programs. "In addition," said Harold R. Deal, Tide Water's advertising and sales promotion manager, "a number of first-rate service teams are offering stimulating competition for the college squads." Some of the area servicemen's teams are Alameda Coast Guard, Camp Santa Anita and St. Mary's Pre-Flight—on whose team is the famed Hank Luisetti.

War Messages

Several independent schools, such as the U. of San Francisco, College of the Pacific, Gonzaga, Willamette, are also on the schedule. Games will be covered by several seasoned sportscasters, including Frank Bull for U. of Southern California, Bill Tobitt in the Northern California area, Ted Bell in Seattle, Don Wike for Lewiston, Idaho, and Marshall Pengra at the mike for the U. of Oregon games from Eugene.

Much time will be given over to war messages, recruiting, interviews with returned heroes, and other war program subjects, according to Mr. Deal. The oil company's programs will also try to keep listeners informed on Government regulations affecting cars, along with suggestions for economical driving. Tide Water is using posters to promote the series. Among stations carrying the games are: KRLC KFIO KRSC KWJJ KLX KMPC.

Lucy Heads CBS Meet

C. T. LUCY, general manager, WRVA Richmond, will preside at the first 1944 meeting of the CBS Affiliates Advisory Board, to be held at the network's New York headquarters Jan. 24-25. Mr. Lucy was elected chairman of the group at its last meeting. Coming session will comprise usual discussion of network-station problems, with CBS vice-presidents, Paul Kesten, Frank Stanton, Joseph Ream, Frank White and Herbert Akerberg meeting with the representatives of the CBS affiliates.

MURRAY B. GRABHORN, manager of BLUE spot sales, is on the West Coast on business, returning to New York the end of January.

1944 AIMS—FLY

THE following statement from FCC-BWC Chairman James Lawrence Fly on 1944 aims, was obtained by the United Press.

"The establishment of ever greater facilities and the more complete effectuation of ancient principles to achieve on a national and international scale the greatest degree of freedom and diffusion of information and ideas."

Advertising Gave $300 Million for War In 1943, Says WAC; Bigger Job Ahead

ADVERTISING contributions for the promotion of official war themes totaled more than $300,000,000 during 1943, according to a year-end review of the War Advertising Council. This figure compares with a total of between two and three million dollars contributed for the same purpose during all of World War I. Total advertising contribution since Pearl Harbor (Dec. 7, 1941) was placed at $500,000,000.

In its review, the Council reported the creation of a national sales force, comprising more than 300 representatives of radio, newspapers, magazines and outdoor advertising. This group is currently contacting national advertisers to furnish data on information themes requiring advertising sponsorship. The sponsorship group is divided into seven geographical units covering an assigned area with sub-committees in charge of major groups of home-front campaigns.

Big Post-War Job

The Council sees an even bigger job for advertising in 1944 in bringing vital war messages to the public. From now on, it declares, there must be greater persuasion exercised toward maintaining war production, conservation and other measures necessary to prevent any undue prolongation of the war.

And with the cessation of hostilities, there will still be a big information job, the Council warns. "The reconversion job that follows the war will mean problems equal in magnitude to anything we have encountered to date. The resumption of normal pursuits will be gradual . . . There will still be a food problem, a manpower problem, a transportation problem, a housing problem. . .

"All of them will require an unending stream of information, which advertising, because of its repetitious quality and cumulative power, is especially equipped to furnish."

Republic Pictures Plans 'Fighting Seabees' Spots

REPUBLIC PICTURES, New York, has scheduled spot announcements on seven Chicago stations in connection with the first pre-release opening of "The Fighting Seabees" in that city Jan. 19. The stations are: WMAQ WBBM WGN WENR WIND WJJD WAIT. Republic's Chicago campaign calls for 1,500 lines of newspaper advertising in five newspapers in addition to the regular theatre budget.

Interest in the Memphis opening Jan. 20 is being primed by spot announcements on WREC and WMC. The Philadelphia engagement starting Jan. 22 will be promoted on KYW and WCAU and the Washington run, Jan. 28 on WTOP and WRC. A total of 1,500 lines of supplementary news advertising is being used in each market as well as outdoor posters. Republic Pictures agency handling the campaign is Donahue & Co., New York.

KGLO AGLOW with the fire that whipped through the studio building in Mason City, Ia. But fire nor flood nor anything, it seems, can cut off a good station. The staff kept KGLO on the air until smoke drove them out, and the controls were transferred to the transmitter several miles away. Bud Suter, KGLO announcer and Janice Highsmith, secretary at the station, were the first to notice smoke, and Suter turned in the alarm. The two stayed at their posts until firemen rescued them by means of a ladder to the studio windows. The night staff went to the transmitter, Suter continued his announcements, and no time was lost.

GIFT GOAT, "Miss BLUE," dines on some scripts at Merchandise Mart, Chicago, studios of the BLUE network where she was sent as a Christmas present to Gene Rouse (man without goatee), who is supervisor of announcers for the network's central division. Gene's secretary, Marie Patterson, helps feed the gluttonous gift.

GUDE LEAVES CBS TO JOIN STIX CO.

JOHN G. (Jap) GUDE, CBS assistant director of station relations, is leaving the network, with which he has been associated for 14 years, to join Thomas L. Stix, artists' representative with headquarters in the RCA Bldg., New York. Mr. Gude's resignation becomes effective Jan. 15, according to H. V. Akerberg, CBS vice-president in charge of station relations. No successor has been appointed.

Stix organization represents such clients as Raymond Gram Swing, John Gunther, John Vandercook, Fannie Hurst, Hendrik Willem Van Loon, and also serves as general radio counsel for advertisers and agencies who do not maintain large radio departments of their own. Plans for expansion, possibly to include a new service for radio stations, are to be announced.

Joining CBS in 1930, after two years with the advertising and publicity department of the Tide Water Oil Co., Mr. Gude was first a member of the network's publicity department and then assistant manager of special events. He returned to publicity as assistant director and in 1934 was named director of that department. In 1938 he was appointed to his present post in the CBS station relations department.

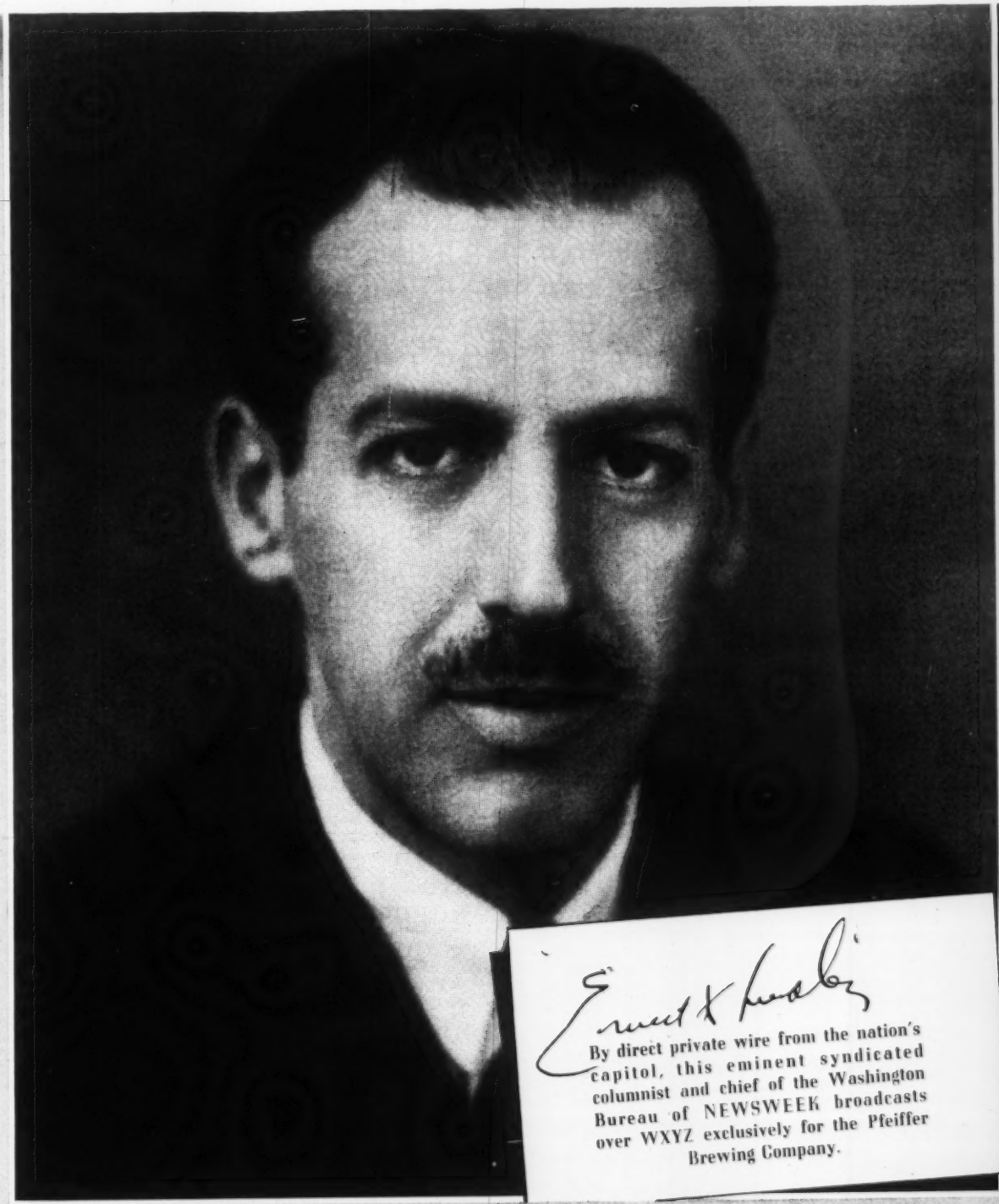
Continental Plans

THE 1944 advertising plans of Continental Oil Co., New York, call for a continuation of a limited spot radio schedule, supplementing space in 1,400 newspapers, a national periodical, 15 farm papers and outdoor posters. Business placed by Geyer, Cornell & Newell, which recently became affiliated with Tracy-Locke-Dawson, agency originally handling the account.

Monogram Drive

MONOGRAM PICTURES Corp., Hollywood, has lined up more than 60 theatres nationally to buy radio time for exploiting the film, "Where Are Your Children?", which goes into general release Jan. 17. Film deals with national juvenile delinquency. Radio commercials will tie-in with local situation.

national figures presented LOCALLY ... make WXYZ a great station!



Ernest K. Lindley

By direct private wire from the nation's capitol, this eminent syndicated columnist and chief of the Washington Bureau of NEWSWEEK broadcasts over WXYZ exclusively for the Pfeiffer Brewing Company.

Radio Newsmen Draft Preliminary Plan For Coverage of Political Conventions

PRELIMINARY plans for radio news galleries at the Republican and Democratic National conventions have been completed by the Radio Correspondents' Assn. of Washington, again designated by the national committees of the two parties to supervise sections for commentators and reporters for the radio chains and stations at big political gatherings. This follows the custom set up four years ago shortly after the association was organized.

Requests for working seats and privileges must be made through this association. Applications should be forwarded to the Radio Correspondents' Assn., care of D. Harold McGrath, superintendent of the Senate Radio Correspondents' gallery, U. S. Capitol, Washington.

The organization is the officially recognized representative of the radio news reporting world by the Congress, the President and the executive departments of the Government. It has full charge of the operation of the two Radio Correspondents' galleries of the U. S. Senate and U. S. House of Representatives.

Godwin Acting Chairman

Eric Sevareid, CBS commentator, is chairman of the executive committee, but since he has been on foreign assignment, Earl Godwin is acting as chairman. Other members of the committee are Richard L. Harkness of NBC, Rex Goad of Transradio Press and Fred W. Morrison of MBS. Mr. McGrath is superintendent of the Senate radio gallery; William Vaughan is acting superintendent of the House gallery. Robert M. Menaugh, regular House superintendent, has been granted leave. He is now a captain in the Army.

Active membership in the organization is confined to Washington radio commentators and reporters whose principal income is obtained from the gathering of news for radio stations, systems or news-gathering agencies primarily serving radio stations and systems.

Associate memberships are now being offered to bona-fide radio newsmen and commentators outside of Washington.

At the time of the conference between President Roosevelt and Prime Minister Churchill at Quebec, attendance of radio news representatives was confined to those accredited to membership in the Radio Correspondents' Assn. Associate membership dues are $5.

The growth of radio news reporting is well demonstrated by the growth of active membership in the association. Since it was organized five years ago and the galleries opened in the Senate and House, the approved active membership has increased from 20 to 60.

Pacific Ad Session

ADVERTISING in wartime, and many vital matters pertaining to the organization will be discussed at the annual mid-winter conference of the Pacific Advertising Assn. to be held Jan. 28-29 at the Fairmont Hotel, San Francisco. Maurice Heaton, president, will preside. Col. Alexander Heron, California State Director of Reconstruction & Reemployment, will be principal speaker at the opening day luncheon.

NAB Sales Meeting

SALES MANAGERS Executive Committee of the NAB will meet Jan. 18-19 at the Hotel Roosevelt, New York. Meeting was called by the chairman, Dietrich Dirks, of KTRI Sioux City, Ia. Review of the Retail Promotion Plan and ideas for follow-up procedure will be discussed, as well as participation in the Advertising Clinic of the Proprietary Assn. to be held May 16 in New York.

Avery at NRDGA

LEWIS H. AVERY, NAB director of merchandising, will address a luncheon meeting Jan. 11 during the week-long convention of the National Retail Dry Goods Assn. The meeting will be held at the Hotel Pennsylvania in New York. His talk is the only radio event scheduled.

WOMEN IN SERVICE were saluted New Year's Day in special one-hour program on WHN New York, featuring WAVE choir at Hunter College; Brooklyn Barracks Coast Guard Band and Lt. Mary Fabian of WAC, former opera star. Speaking from New York were these four heads of various women's services (l to r): Col. Oveta Culp Hobby, WAC director; Capt. Mildred McAfee, WAVE director; Lt. Col. Ruth Cheney Streeter, director of the Marine Corps Women's Reserve; Lt. Comdr. Dorothy Stratten, head of the SPARS. The broadcast originated in the studios of WOL, in the nation's capital.

HOME ON LEAVE from the Naval Air School at Quonset Point, R. I., Lt. (j.g.) John E. Murphy headed immediately for WCKY Cincinnati, where he was formerly publicity director. Charles F. McGrath, his successor and ex-newspaper man, welcomes him back to the station.

MacLeish Writes Series

ARCHIBALD MacLEISH, poet, and Librarian of Congress since 1939, will write the scripts and serve as narrator for a new NBC series starting Feb. 5 as part of the NBC Inter-American University of the Air. Titled *American Story*, the program will trace the history of American literature through special dramatizations, narration, and straight readings from books by American authors. American Story is the third permanent series of the NBC University—the others being *Lands of the Free*, and *Music of the New World*.

NAB Publicity Meeting Mulls Proposed Manual

PLANS to prepare a manual of public relations practices for broadcasters were discussed by a subcommittee of the NAB Public Relations Committee, appointed to prepare such an industry handbook, at a meeting held in New York last Wednesday and Thursday. Subcommittee, headed by Frank Stanton, CBS vice-president, will report to the full public relations committee at its next meeting, scheduled for Jan. 20-21 in New York, at which time the subcommittee will probably set the date of its next meeting.

Full subcommittee attended the two-day sessions, as follows: Dr. Stanton, chairman; Charles P. Hammond, director of advertising and promotion, NBC; Edward E. Hill, director, WTAG Worcester; Vernon E. Pribble, manager, WTAM Cleveland; Irvin G. Abeloff, program service manager, WRVA Richmond. Messrs. Hill, Pribble and Abeloff are public relations chairmen for NAB districts 1, 7 and 4, respectively. Meeting was also attended by Willard D. Egolf, assistant to the president, NAB, and Louis Hausman, supervisor of presentations, CBS.

FRANK SINATRA is the recently appointed chairman of the American Youth Division of the 1944 March of Dimes campaign. He will make several recordings to be heard on 900 or more stations.

Nine NAB District Meetings To Be Held Starting Jan. 10

A SERIES of nine district meetings to be held between Feb. 1 and March 2, along with a half-dozen meetings of NAB committees beginning Jan. 10, were announced last week by NAB President Neville Miller. The district meetings, which will elect directors in the even numbered districts and handle other business, are being held preparatory to the next NAB Annual Meeting or War Conference, tentatively scheduled for between April 1 and May 15.

President Miller, Lewis H. Avery, director of broadcast advertising, and Willard Egolf, assistant to the president, will attend all the district meetings. The selection of district directors will be for the two-year term beginning at the 1944 annual convention. All broadcasters planning to attend meetings were urged to take immediate steps to assure themselves hotel reservations.

Board to Meet

Following the district meetings and the committee sessions, the NAB board will meet in Washington March 15. It is presumed, among other things, that the Board will confirm the convention time and site.

Further details regarding the district meetings will be given as soon as agenda is available from district directors. Following is the schedule of committees and district meetings:

Monday, Jan. 10 - Tuesday, Jan. 11: NAB Board Subcommittee on Finance, Hotel Roosevelt, New York.

Tuesday, Jan. 11 - Wednesday, Jan. 12: Program Directors Executive Committee—Waldorf Astoria, N. Y.

Friday, Jan. 14: Board Subcommittees on convention site and program, Palmer House, Chicago.

Tuesday, Jan. 18 - Wednesday, Jan. 19: Sales Managers Executive Committee—Hotel Roosevelt, N. Y.

Thursday, Jan. 20 - Friday, Jan. 21: Public Relations Executive Committee—Hotel Roosevelt, N. Y.

Tuesday, Feb. 1: 8th District Meeting (Michigan, Indiana)—Columbia Club, Indianapolis, Indiana.

Friday, Feb. 4-Saturday, Feb. 5: 10th District Meeting (Iowa, Nebraska, Missouri)—Hotel Fontenelle, Omaha, Neb.

Monday, Feb. 7 - Tuesday, Feb. 8: 14th District Meeting (Colorado, Idaho, Montana, Utah, Wyoming)—Denver, Cosmopolitan Hotel.

Friday, Feb. 11: 16th District Meeting (Arizona, Southern California, New Mexico and Los Angeles, Cal.).

Monday, Feb. 14 - Tuesday, Feb. 15 - Wednesday, Feb. 16: Canadian Assn. of Broadcasters, Quebec. (NAB will be officially represented at this meeting by several members of the Board.)

Thursday, Feb. 17: 13th District Meeting (Texas)—Baker Hotel, Dallas, Texas.

Monday, Feb. 21: 12th District Meeting (Kansas, Oklahoma)—Topeka, Kansas.

Thursday, Feb. 24 - Friday, Feb. 25: 6th District Meeting (Arkansas, Louisiana, Mississippi, Tennessee)—Peabody Hotel, Memphis.

Monday, Feb. 28 - Tuesday, Feb. 29: 3rd District Meeting (Delaware, Pennsylvania, Maryland)—Pittsburgh.

Wednesday, March 1 - Thursday, March 2: 2d District Meeting (New York, New Jersey)—place not yet determined.

Wednesday, March 8 - Thursday, March 9: NAB Board of Directors, Hotel Statler, Washington, D. C.

Wednesday, March 15 - Thursday, March 16: Radio News Committee—Roosevelt Hotel, New York.

I'm a business man, too

● Of course, most of a farmer's hours are spent outdoors, but there's also a good deal of book work to do.

In order to make my business pay, I've got to know when to buy and when to sell. That's why I listen every day to the KFAB market reports. I have to keep informed about government regulations, ceiling prices, and all that, too—and the KFAB news programs seem to be gotten up by somebody who keeps the farmer in mind.

I have to use modern equipment and modern methods in my business just like you do in yours—and somehow, I've come to look upon KFAB as a friendly neighbor I can depend upon for advice about such things. I guess my case is typical of thousands of others in these central states. We farmers have come to look upon KFAB as "our station". We consider it essential to our business . . . and we're inclined to give it some of the credit for the prosperity we're enjoying these days.

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, NEBRASKA

780 KC - 10,000 WATTS — BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY

Canadian Government Is Timebuyer

Stations Estimate Paid Campaigns at 7% Of Revenue

Canada's Government has been using paid advertising since shortly after the Dominion went to war in September 1939. Broadcasting has shared in this advertising of war bonds, recruiting drives and wartime consumer restrictions, with all stations in the Dominion being used for many campaigns to reach as wide an audience as possible. Glenn Bannerman, president and general manager of the Canadian Assn. of Broadcasters, Toronto, tells the part Canadian stations took in 1943 Government campaigns.

By Glenn Bannerman
President and General Manager, Canadian Assn. of Broadcasters

THROUGHOUT 1943 the Canadian Government has been a consistent purchaser of radio time on Canadian stations. Most of this time was purchased through the Advertising Agencies of Canada War Finance Group.

The plans and programs for such advertising were prepared under the direction of the National Radio Committee, consisting of representatives from the Canadian Assn. of Advertising Agencies, the Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters. This committee acts as an advisor to the Government on its radio campaigns. Both the Advertising Agencies of Canada War Finance Group and the National Radio Committee were established in 1941 to assist the Government in its wartime activities.

Committees Advise Government

In 1941 the work of these groups was confined almost entirely to working with and advising the National War Finance Committee, an organization established by the Dept. of Finance to organize the sale of Bonds, War Savings Certificates, and Stamps. Upon this committee was placed the responsibility of raising sufficient funds through loans from the people of Canada to make up the difference between revenue from taxation and the necessary war expenditures.

By 1943 the Agency Group and the National Radio Committee were not only advising the National War Finance Committee on radio advertising but also the Wartime Prices and Trade Board, the Royal Canadian Air Force and other Government departments on minor advertising campaigns.

The programs paid for by the Government during 1943 are as follows: Dept. of Finance—*They Tell Me*, a five-a-week commentary carried on all English stations throughout the year; five one-hour programs carried on a full network of stations for the Fourth Victory Loan for five weeks during April and May, plus special half-hour transcribed shows on non-network stations. Again during September and October for the Fifth Victory Loan five hour programs were carried on all English stations, supplemented by 25 five-minute transcribed programs. All of these programs had their counterpart in French for the Province of Quebec.

Armed Service Programs

The Wartime Prices and Trade Board continued to carry the *Soldier's Wife* program throughout 1943. This is a 15-minute five-a-week program, dramatic in form and acquainting the people of wartime restrictions and regulations covering consumer goods.

During 1943 the Royal Canadian Air Force sponsored a half-hour quiz program once a week. This program is built around Air Force personnel and is devoted primarily to the recruiting of Canadian women for the Women's Division of the RCAF. In the autumn of 1943, the RCAF sponsored a dramatic program entitled *L for Lanky*. It is a half-hour program every Sunday evening, (7:30-8) and encourages young Canadians to volunteer for air crew.

In addition to these paid programs, there have been a number of one-minute spot programs for various Government departments. These have been scheduled from time to time throughout the year.

Sponsors Give Support

While the Government has not released any figures covering its expenditures in radio time during 1943, some 50 privately owned stations report that all Government-paid advertising represents on the average 7% of their total volume of revenue. Since it is estimated that the total revenues of the 76 privately owned stations in Canada amounted to six million dollars, it would appear that the Canadian Government has spent for radio time, apart from broadcasting costs, approximately $420,000 with these stations.

Supplementing the Government-paid time, it is estimated that the privately owned broadcasting stations donated in free time the equivalent of 16% of their total volume of revenue or, in other words, time which, if sold, would represent slightly over $1,000,000. In order to complete the picture, to this would have to be added free time donated by the 10 stations owned by the Canadian Broadcasting Corp., plus free time donated on the CBC network.

GLENN BANNERMAN

The story of the use of radio broadcasting for war activities would not be complete without relating the whole-hearted support which the Government has enjoyed from the regular commercial sponsors of radio advertising. This is particularly true in the Victory Loan drives when the contribution of time made by individual sponsors would more than double the combined paid time by the Government and time donated by the broadcasting stations.

While this story deals with radio advertising, the Canadian Government has made extensive use of paid advertising in all other media. Through the combined use of all media it has been possible to bring its message to the complete Canadian market and by regular schedules has covered fully every section of the country. At the same time, through the Government advertising a lead has been given to all advertisers in their contributions to specific campaigns.

It is perhaps significant that the Fifth Victory Loan, with the fully rounded-out advertising campaign plus a well organized sales force to cash in on the publicity, resulted in over 3,000,000 separate applications for bonds averaging $200 each. This, of course, is separate from institutional and special name investments in the Loan. Government officials estimate that three and a half million individual subscriptions to any Victory Loan is the peak number possible from the Canadian people.

Maps in Demand

THREE weeks after the Aluminum Co. of America, Pittsburgh, offered its war map of the world to listeners to its Saturday morning *Lighted Windows* program on NBC, the first printing of 20,000 copies was exhausted. Agency for Alcoa is Fuller & Smith & Ross, New York.

New Local Station Is Granted by FCC

Second CP Under New Policy Given to Clarksdale, Miss.

SECOND CP to be granted by the FCC under the Commission's supplementary statement of policy of Aug. 11, 1943, was granted last Tuesday to Robin Weaver Sr., Philadelphia, Miss., attorney and former newspaper publisher, for a new local station at Clarksdale, Miss. Station will operate on 1450 kc with 250 w power. Call letters are WARW.

For more than 13 years Mr. Weaver was half-owner with Birney Imes Sr., of a newspaper in Philadelphia, Miss., but disposed of his interests last May 1, he advised the Commission. An application for a station at Murfreesboro, Tenn., filed by Messrs. Imes and Weaver as the Imes-Weaver Broadcasting Co., was withdrawn last Oct. 29. Mr. Imes formerly operated WCBI Columbus, Miss., but sold his interests to his son, Birney Jr., FCC records show.

Plainview Grant

First CP granted under the Aug. 11 supplementary statement of policy was issued Nov. 9 to W. J. Harpole and J. C. Rothwell, a partnership, for KVOP Plainview, Tex. The Commission last Tuesday denied the Granite District Radio Broadcasting Co., Murray, Utah, petition for reinstatement and grant of a CP for a new station on the grounds that Murray is served adequately by Salt Lake City stations.

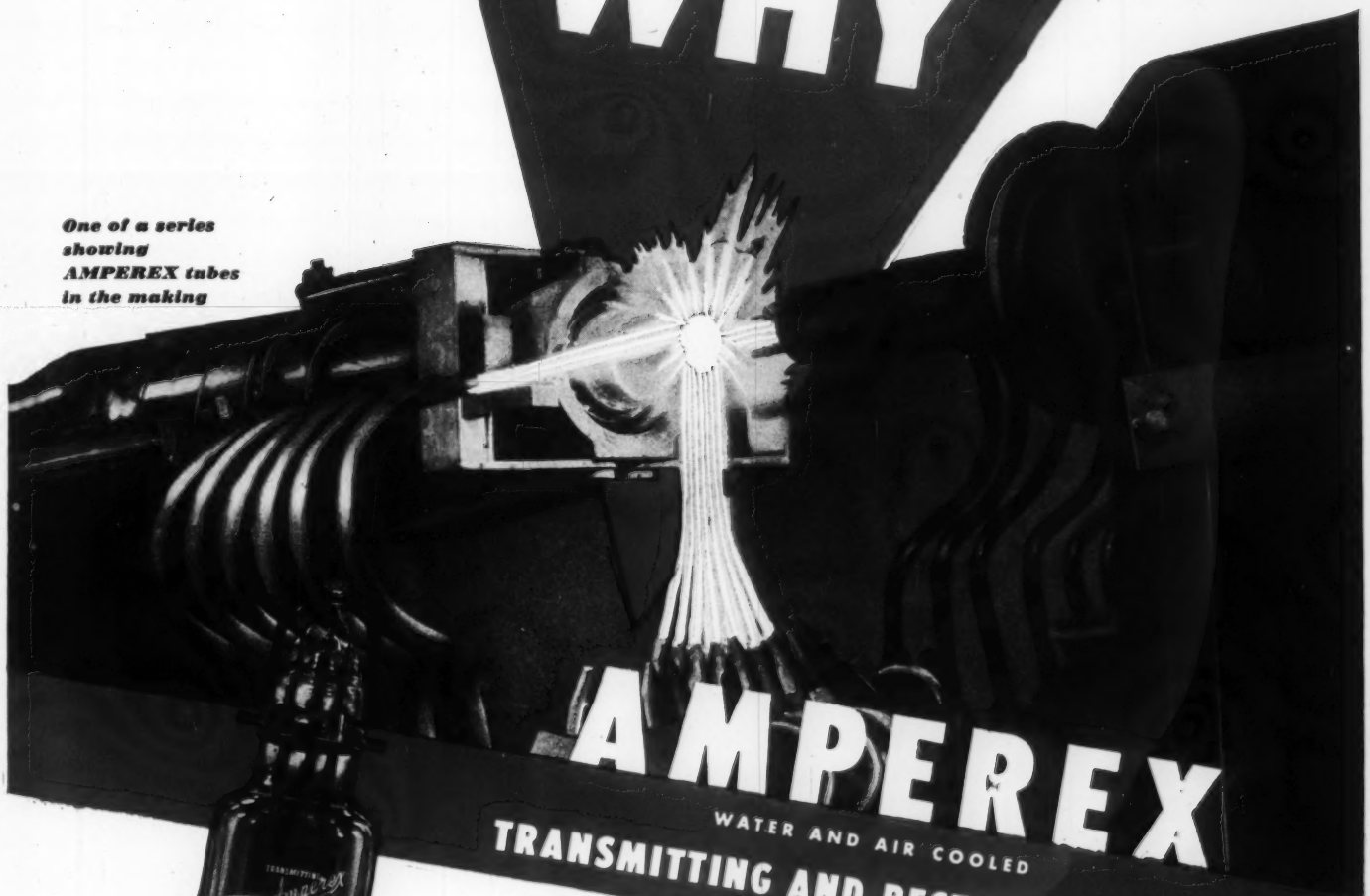
The Aug. 11 supplementary statement provides that CP's may be granted for new stations where no service is available and where all materials, except tubes, may be obtained without priorities.

KCMO Is Granted Boost In Night Power to 5 kw

INDICATING further relaxation of the rigid April 27, 1942 freeze order, the FCC last Wednesday granted KCMO Kansas City a construction permit to increase its night power from 1000 to 5000 w on the 1480 kc regional channel. The grant was subject to specified conditions which require KCMO to relocate when materials and personnel are available and to conform with the standards of good engineering practice.

The authorization specifies that all reasonable complaints growing out of interference attributable to "blanketing" of stations in the Kansas City area will be adjusted; that when materials and personnel are available KCMO will change its location; that the directional antenna installed will protect KTBS Shreveport in the same way as it is now protected with 1000 watts nighttime power in Kansas City and that the directional will be installed to restrict radiation in the direction of Sidney, Mont. (KGCX) to the same value now radiated with 1000 w.

WHY



One of a series showing AMPEREX tubes in the making

AMPEREX

WATER AND AIR COOLED

TRANSMITTING AND RECTIFYING TUBES

Amperex "key" men have been associated with the vacuum tube art ever since its inception. Working against a background unique in the field, our engineers and production people are given free rein to conduct independent research and experimentation. Unhampered by mass production limitations, their high standards have resulted in advanced designs, greater efficiency, lower cost and longer life. Such "Amperextras" have carried our tubes to a commanding position in communications, ultra high frequency transmission, electro medical apparatus, high voltage rectification and many industrial applications.

START THE NEW YEAR WITH EXTRA PURCHASES OF WAR BONDS

ARMY E NAVY

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET BROOKLYN 1, N. Y.

Post-War Markets Are Analyzed by Hauser

Census Executive Sees Population Movements

WARTIME population shifts point to geographic changes in the American market and suggest the need for modification of marketing practices, according to a survey of post-war population prospects of metropolitan areas by Dr. Philip M. Hauser, assistant director of the Bureau of the Census, Dept. of Commerce.

Observing changes in civilian population between April 1, 1940 and March 1, 1943 varying from a gain of 278,000 in the San Francisco-Oakland area to a loss of 533,000 in the New York City-Northeastern New Jersey area, Dr. Hauser compared these changes to pre-war trends to determine the probability of individual areas retaining shifts in population.

Four Types of Counties

His analysis resulted in the identification of four classes of metropolitan counties as follows:

Class A Areas—those which had grown at a relatively rapid rate since the onset of the war and which in light of previously observed rapid growth were adjudged as likely to retain their population increments.

Class B Areas—those which grew rapidly during the war but whose increase, in view of previous small rate of growth, may be regarded as transient unless special effort is made to hold wartime gains.

Class C Areas—those which have lost population or have grown very little since 1940 but which in view of previous rapid growth may "come back" in the post-war period.

Class D Areas—those which have lost or gained very little population since 1940 and which, in view of previous low rate of growth or decline, cannot be expected to grow rapidly or even to recoup wartime losses in the post-war period.

Dr. Hauser finds that areas which have experienced the most rapid wartime growth are probably areas in which employment is disproportionately concentrated in war production, as compared with civilian output, and in manufacturing, as compared with service industries. Expanding civilian enterprises after the war will absorb many war workers and thus insure against loss of wartime population increments.

"To the extent that areas with rapid wartime growth are more likely to have disproportionately few persons engaged in service industries and in the production of civilian supplies," he declared, "they contain automatic insurance against complete loss of their wartime population increments in the period of post-war adjustments."

Pointing out that the shifts in population since the war may well influence determinations of sales quotas, advertising allocations and related operations, Dr. Hauser suggested that changes in marketing practices which are effected as a result of these shifts "should be made first, with some attention to the post-war prospects of rapidly changing areas, and second, with the realization that geographic population shifts are not the only, or even the dominant, consideration in the evaluation of a market."

Pre-War Patterns

Commenting on the geographical shifts disclosed by the survey, Dr. Hauser found that wartime population growth generally has been more rapid in the South and in the West than in the North and that this growth has apparently followed pre-war patterns of regional development.

"It would be unwise, however," Dr. Hauser cautioned, "to interpret the failure of northern areas to achieve rapid wartime growth or the prediction that these areas will experience post-war population stability or decline as meaning that the northern market will no longer be important. On the contrary, it is safe to assume that northern markets will continue to have great purchasing power, the full potentialities of which will merit careful cultivation, even though at the same time it is recognized that market expansion is more likely to occur in the South and in the West.

"Furthermore", Dr. Hauser concluded, "since it seems safe to predict that the rate of population growth for the nation as a whole will continue to decline it would be well, from a marketing point of view, to use relatively stable or declining areas as laboratories for more intensive marketing practices.

"Experience gained therefrom may have nationwide applicability more quickly than many realize, and may lead to a better understanding of the fact that a stable or a declining population, in a locality or in the nation as a whole, need not necessarily result in a decline in either production or distribution".

Herewith is presented Dr. Hauser's classification of 137 metropolitan counties, showing prospects for post-war population:

Class A Metropolitan Counties

Class A-1 areas: Those which have grown most rapidly since 1940 and in the preceding period and which are, therefore, on the basis of past growth alone, adjudged to have *superior* prospects of retaining wartime growth.

Atlanta metropolitan counties (De Kalb and Fulton Cos., Ga.)
Charleston, S. C., metropolitan county (Charleston Co., S. C.)
Columbia metropolitan county (Richland Co., S. C.)
Columbus, Ga., metropolitan counties (Muscogee Co., Ga.; Russell Co., Ala.)
Corpus Christi metropolitan county (Nueces Co., Tex.)
Dallas metropolitan county (Dallas Co., Tex.)
Galveston metropolitan county (Galveston Co., Tex.)
Houston metropolitan county (Harris Co., Tex.)
Jacksonville metropolitan county (Duval Co., Fla.)
Miami metropolitan county (Dade Co., Fla.)
Mobile metropolitan county (Mobile Co., Ala.)
Phoenix metropolitan county (Maricopa Co., Ariz.)
San Antonio metropolitan county (Bexar Co., Tex.)
San Diego metropolitan county (San Diego Co., Calif.)
Tampa-St. Petersburg metropolitan counties (Hillsborough and Pinellas Cos., Fla.)
Washington, D. C., metropolitan counties (District of Columbia; Montgomery and Prince Georges Cos., Md.; Alexandria City and Arlington Co., Va.)

Class A-2 areas: Those which grew at above average rates during the course of war and in the preceding period and which are adjudged, therefore, to have *excellent* prospects of retaining wartime population growth.

Amarillo metropolitan county (Potter Co., Tex.)
Augusta metropolitan county (Richmond Co., Ga.)
Baltimore metropolitan counties (Baltimore city, Anne Arundel, and Baltimore Cos., Md.
Beaumont-Port Arthur metropolitan county (Jefferson Co., Tex.)
Charleston, W. Va., metropolitan county (Kanawha Co., W. Va.)
Denver metropolitan counties (Arapahoe, Denver, and Jefferson Cos., Colo.)
Detroit metropolitan counties (Macomb, Oakland, and Wayne Cos., Mich.)
Durham metropolitan county (Durham Co., N. C.)
Evansville metropolitan counties (Vanderburgh Co., Ind.; Henderson Co., Ky.)
Fort Worth metropolitan county (Tarrant Co., Tex.)
Indianapolis metropolitan county (Marion Co., Ind.)
Jackson metropolitan county (Hinds Co., Miss.)
Little Rock metropolitan county (Pulaski Co., Ark.)
Los Angeles metropolitan counties (Los Angeles and Orange Cos., Calif.)
Macon metropolitan county (Bibb Co., Ga.)
Madison metropolitan county (Dane Co., Wis.)
Memphis metropolitan county (Shelby Co., Tenn.)
Montgomery metropolitan county (Montgomery Co., Ala.)
Nashville metropolitan county (Davidson Co., Tenn.)
New Orleans metropolitan counties (Jefferson and Orleans Parishes, La.)
Norfolk-Portsmouth-Newport News metropolitan counties (Hampton, Newport News, Norfolk, Portsmouth, and South Norfolk cities; and Elizabeth City, Norfolk, Princess Anne, Warwick Cos., Va.)
Oklahoma City metropolitan county (Oklahoma Co., Okla.)
Portland, Me., metropolitan county (Cumberland Co., Me.)
Richmond metropolitan counties (Richmond city, Henrico Co., Va.)
Sacramento metropolitan county (Sacramento Co., Calif.)
Salt Lake City metropolitan county (Salt Lake Co., Utah)
San Francisco-Oakland metropolitan counties (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Calif.)
San Jose metropolitan county (Santa Clara Co., Calif.)
Savannah metropolitan county (Chatham Co., Ga.)
Seattle metropolitan county (King Co., Wash.)
Spokane metropolitan county (Spokane Co., Wash.)
Stockton metropolitan county (San Joaquin Co., Calif.)
Tacoma metropolitan county (Pierce Co., Wash.)
Wilmington metropolitan county (New Castle Co., Del.)

Class A-3 areas: Those which grew at above average rates during the course of the war, with moderate increase in the preceding period, and which are believed to have *good* prospects for retaining wartime population growth.

Birmingham metropolitan county (Jefferson Co., Ala.)
Bridgeport metropolitan county (Fairfield Co., Conn.)
Canton metropolitan county (Stark Co., Ohio)
Cincinnati metropolitan counties (Hamilton Co., Ohio; Dearborn Co.; Ind.; Campbell and Kenton Cos., Ky.)
Columbus, Ohio, metropolitan county (Franklin Co., Ohio)
Hamilton-Middletown metropolitan county (Butler Co., Ohio)
Hartford-New Britain metropolitan counties (Hartford and Middlesex Cos., Conn.)
Pueblo metropolitan county (Pueblo Co., Colo.)
St. Louis metropolitan counties (St. Louis city, St. Charles, and St. Louis Cos., Mo.; Madison and St. Clair Cos., Ill.)
Springfield, Ohio, metropolitan county (Clark Co., Ohio)

Class B Metropolitan Counties

These are the metropolitan areas which have grown most rapidly since the onset of the war but at a substantially lower relative rate in the preceding decade; and whose wartime growth is expected, therefore, to be transient unless special effort is made after the war to convert their wartime facilities to peacetime pursuits.

Akron metropolitan county (Summit Co., Ohio)
Dayton metropolitan county (Montgomery Co., Ohio)
El Paso metropolitan county (El Paso Co., Tex.)
Erie metropolitan county (Erie Co., Pa.)
Kansas City (Mo.)-Kansas City (Kan.) metropolitan counties (Jackson Co., Mo.; Johnson and Wyandotte Cos., Kan.)
Louisville metropolitan counties (Jefferson Co., Ky.; Clark and Floyd Cos., Ind.)
Portland, Oreg., metropolitan counties (Clackamas and Multnomah Cos., Oreg.)
Rockford metropolitan county (Winnebago Co., Ill.)
Tulsa metropolitan county (Tulsa Co., Okla.)
Waco metropolitan county (McLennan Co., Tex.)

(*Continued on page 24*)

NASHVILLE STORES INCREASE TIME

WLAC Reports Increased Schedules by Four Large Department Stores This Year

SUCCESSFUL USE of radio by department stores has been demonstrated in Nashville, according to F. C. Sowell, general manager of WLAC. First Nashville store to make consistent use of radio was Loveman's. Their *Beyond the Looking Glass* show has been running daily for two years, and the schedule is being expanded with special Saturday and Sunday evening programs.

H. J. Grimes' department store has sponsored two 15-minute newscasts daily as well as numerous off-schedule programs. Harvey's new Church Street store, recently acquired by Fred Harvey, formerly of Marshall Field, Chicago, started with a half-hour, early morning program. The current schedule calls for an hour per day for 52 weeks.

Sears, Roebuck's local store sponsors programs by the Texas Rangers twice daily on WLAC. The four stores' combined schedules total 48 programs per week.

2 OUT OF 3 CHOOSE WMT

600

Hooper Coincidental Listening Survey

Station A	4.5%
Station B	3.0%
Station C	26.6%
Station D	0.9%
WMT	63.3%
Station E	0.9%
Station F	0.3%
Others	0.5%

6:00 P.M. to 10:00 P.M. Sunday Through Saturday Mid-Summer 1943.

NEAT little rhyme that—"Two out of three choose WMT". To state the case more completely, approximately two out of three listeners in the "one-station" Cedar Rapids area had their radios tuned to WMT, according to the midsummer-1943 Hooper survey. Six other stations fought among themselves for the attention of the one remaining listener.

These figures should erase any doubts from the minds of you radio-wise time buyers on how to reach the listening audience in "one-station" towns as far as Cedar Rapids is concerned.

Mr. Hooper's figures prove, too, that WMT's concentrated and continued efforts to give Cedar Rapids radio listeners what they want in radio entertainment have been modestly successful. Not that we're satisfied, of course; we won't be until we've made it three out of three . . . but we're confident we're on the right track.

In radio, it follows without saying—if you want to sell 'em, you have to tell 'em. And telling 'em in Cedar Rapids brings us right back to our starting rhyme . . . "Two out of three choose WMT." That's nearly double the listener total of the six competing stations from neighboring cities and states . . . and you still can buy at the lowest rate per radio family in Iowa.

BASIC COLUMBIA NETWORK

CEDAR RAPIDS

5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION

WATERLOO

Represented by the Katz Agency

Wichita metropolitan county (Sedgewick Co., Kan.)

Class C Metropolitan Counties

Class C-1 areas: Those which lost population or increased relatively little during the course of the war but which grew at above average rates between 1930 and 1940 (and in most cases between 1920 and 1930) and which are, therefore, believed to have *excellent* postwar prospects of "coming back".

Asheville metropolitan county (Buncombe Co., N. C.)
Austin metropolitan county (Travis Co., Tex.)
Binghamton metropolitan county (Broome Co., N. Y.)
Cedar Rapids metropolitan county (Linn Co., Iowa)
Charlotte metropolitan county (Mecklenburg Co., N. C.)
Chattanooga metropolitan counties (Hamilton Co., Tenn.; Walker Co., Ga.)
Davenport (Iowa) - Rock Island - Moline (Ill.) metropolitan counties (Scott Co., Iowa; Rock Island Co., Ill.)
Des Moines metropolitan county (Polk Co., Iowa)
Fresno metropolitan county (Fresno Co., Calif.)
Kalamazoo metropolitan county (Kalamazoo Co., Mich.)
Knoxville metropolitan county (Knox Co., Tenn.)
Lansing metropolitan county (Ingham Co., Mich.)
Minneapolis-St. Paul metropolitan counties (Anoka, Hennepin, Ramsey, and Washington Cos., Minn.)
Peoria metropolitan counties (Peoria and Tazewell Cos., Ill.)
Shreveport metropolitan county (Caddo Parish, La.)
Springfield, Mo., metropolitan county (Greene Co., Mo.)
Waterloo metropolitan county (Black Hawk Co., Iowa)
Winston-Salem metropolitan county (Forsyth Co., N. C.)

Class C-2 areas: Those which lost population or increased relatively little during the course of the war and between 1930 and 1940, but which grew at relatively rapid rates between 1920 and 1930; and which, therefore, are believed to have fair prospects of "coming back" in the postwar period.

Atlantic City metropolitan county (Atlantic Co., N. J.)
Chicago metropolitan counties (Cook, Du Page, and Lake Cos.. Ill.; Lake Co., Ind.)

Pulled to Piggly

LISTENERS who flocked to the Macon, Ga. Piggly-Wiggly Store caught the local manager, Holland Brown, by surprise. He wondered at the terriffic demand for groceries on New Year's Eve until he learned that WBML's Betty Gray had erroneously announced on her *Listen Lady* program that Piggly-Wiggly Stores would be closed New Year's Day.

Cleveland metropolitan county (Cuyahoga Co., Ohio)
Decatur metropolitan county (Macon Co., Ill.)
Flint metropolitan county (Genessee Co., Mich.)
Fort Wayne metropolitan county (Allen Co., Ind.)
Grand Rapids metropolitan county (Kent Co., Mich.)
Huntington (W. Va.)-Ashland (Ky.) metropolitan counties (Cabell Co., W. Va.; Boyd Co., Ky.; Lawrence Co., Ohio)
Milwaukee metropolitan county (Milwaukee Co., Wis.)
New York-Northeastern New Jersey metropolitan counties (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, and Westchester Cos., N. Y.; Bergen, Essex, Hudson, Middlesex, Monmouth Morris, Passaic and Union Cos., N. J.)
Roanoke metropolitan counties (Roanoke city, Roanoke Co., Va.)
South Bend metropolitan county (St. Joseph Co., Ind.)
Toledo metropolitan county (Lucas Co., Ohio)
Topeka metropolitan county (Shawnee Co., Kans.)
Youngstown metropolitan counties (Mahoning and Trumbull Cos., Ohio)

Class D Metropolitan Counties

These are the metropolitan areas which lost population or grew relatively little during the war and in each of the two preceding periods of observation and which, therefore, cannot be expected to grow rapidly or even to recoup their losses in the postwar period.

Albany - Schenectady - Troy metropolitan counties (Albany, Rensselaer, and Schenectady Cos., N. Y.)
Allentown - Bethlehem-Easton metropolitan counties (Lehigh and Northampton Cos., Pa.)
Altoona metropolitan county (Blair Co., Pa.)
Boston metropolitan counties (Essex, Middlesex, Norfolk, Plymouth, and Suffolk Cos., Mass.)
Buffalo - Niagara metropolitan counties (Erie and Niagara Cos., N. Y.)
Duluth (Minn.)-Superior (Wis.) metropolitan counties (St. Louis Co., Minn.; Douglas Co., Wis.)
Fall River - New Bedford metropolitan county (Bristol Co., Mass.)
Harrisburg metropolitan county (Dauphin Co., Pa.)
Johnstown metropolitan county (Cambria Co., Pa.)
Lancaster metropolitan county (Lancaster Co., Pa.)
Lincoln metropolitan county (Lancaster Co., Nebr.)
Manchester metropolitan county (Hillsborough Co., N. H.)
New Haven metropolitan county (New Haven Co., Conn.)
Omaha (Nebr.) - Council Bluffs (Iowa) metropolitan counties (Douglas Co., Nebr.; Pottawattamie Co., Iowa)
Philadelphia metropolitan counties (Delaware, Montgomery, and Philadelphia Cos., Pa.; Burlington, Camden, and Gloucester Cos., N. J.)
Pittsburgh metropolitan counties (Allegheny, Fayette, Washington, and Westmoreland Cos., Pa.)
Providence metropolitan counties (Bristol Kent, Newport, and Providence Cos., R. I.)
Racine - Kenosha metropolitan counties (Kenosha and Racine Cos., Wis.)
Reading metropolitan county (Berks Co., Pa.)
Rochester metropolitan county (Monroe Co., N. Y.)
Saginaw-Bay city metropolitan counties (Bay and Saginaw Cos., Mich.)
St. Joseph metropolitan county (Buchanan Co., Mo.)
Scranton-Wilkes-Barre metropolitan counties (Lackawanna and Luzerne Cos., Pa.)
Sioux City metropolitan county (Woodbury Co., Iowa)
Springfield, Ill., metropolitan county (Sangamon Co., Ill.)
Springfield - Holyoke, Mass. metropolitan counties (Hampden and Hampshire Cos., Mass.)
Syracuse metropolitan county (Onondaga Co., N. Y.)
Terre Haute metropolitan county (Vigo Co., Ind.)
Trenton metropolitan county (Mercer Co., N. J.)
Utica-Rome metropolitan counties (Herkimer and Oneida Cos., N. Y.)
Wheeling metropolitan counties (Brooke, Marshall, and Ohio Cos., W. Va.; Belmont Co., Ohio)
Worcester metropolitan county (Worcester Co., Mass.)
York metropolitan county (York Co., Pa.)

No Rabbits! No Silk Hats!

There is nothing mysterious about WWVA's productive 50,000-Watts service to listeners and advertisers. We take a down-to-earth viewpoint of what's to be done and then go about doing it in a methodical but highly intensified manner. Experience is the thing that has made us uncompromisingly practical.

Many of our successes may appear magician-like, but they're not—just sound fundamental broadcasting practice is the answer!

123 PRIMARY AREA COUNTIES
in Ohio, Pennsylvania, West Virginia, Maryland and Virginia
POPULATION—7,534,006 RADIO HOMES—1,747,955
——— ASK A JOHN BLAIR MAN ———

50,000 Watts

WWVA
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Blue Net

WAR INDUSTRIES' $50,000,000 MONTHLY PAYROLL
COMPLETED BONNEVILLE DAM
MOSES PLAN FOR POST WAR DEVELOPMENT
NEW ALUMINUM PLANTS USING LOCAL CLAY
NEW USES FOR LUMBER AND WOOD PRODUCTS
LARGER MARKET DEVELOPED BY INDUSTRIALIZATION
BLEY

THE KEX MARKET IS TOPS NOW... BUT LOOK AT THE CARDS LEFT IN THE HAND!

When you advertise over KEX you are betting on a sure thing. Industrial payrolls in this market are 5 *times as large* as they were before the war. And things are shaping up mighty well for *after* the war, too. Keeping constant step with developments is KEX which is *going places* with the BLUE network. KEX is a good buy for the spot advertiser NOW, and it will still be good by-and-by when peace comes!

KEX

PORTLAND, OREGON

5000 Watts ★ BLUE NETWORK

Represented Nationally by PAUL H. RAYMER CO.

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you

MORE RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)

or Denver (91,000),

so far as that's concerned!

GET ALL THE FACTS! WRITE WIS

OR ASK

FREE & PETERS, INC.

Exclusive National Representatives

Peacetime Will Bring Better Sets, Says Fay

BETTER and more reliable receiving sets by the war's end, was forecast by William A. Fay, vice-president in charge of broadcasting of the Stromberg Carlson Co., Rochester, Jan. 2 when he was guest speaker on the *Detroit Symphony Hour* of WWJ Detroit.

Mr. Fay reminded his hearers that the radio industry has not manufactured sets for civilian use since early 1942. He further forecast radio progress by stating that engineers are now devising plans to transmit radio programs through relay stations, instead of the prevailing method of using telephone lines for remote broadcasts.

"The first sets that will become available after the war ends," Mr. Fay said, "will contain only those improvements ordinarily available from one average radio year to another, but give us about a year, take off restrictions now necessary, but definitely undesirable in a peacetime economy, ... then I think we shall be able to sell you a lot of radios."

Auto-Lite on NBC

ELECTRIC AUTO-LITE Co., Toledo (auto equipment), new to radio, on Jan. 18 starts a weekly half-hour variety show, *Everything for the Boys*, on NBC, Tuesday, 7:30-8 p.m. (EWT), with transcribed repeat on 22 Western stations, 9-9:30 p.m. (PWT) [BROADCASTING, Dec. 13]. Written and directed by Arch Oboler, series will star Ronald Colman, film actor, as m.c. Line-up will include guest personalities. Don Clark has been assigned production supervisor of Ruthrauff & Ryan, agency servicing the account. In addition to dramatizations of hit plays, movies and novels, program will feature two-way shortwave conversations with overseas servicemen. During shortwave pickups, soldiers will tell guest stars what they want from home, and the sponsor will try to give it to them.

Books for Industry

JOHN WILEY & Sons, New York, has just published two books of interest to the radio industry. *The Technique of Radio Design*, written by E. E. Zepler, of the University College, Southampton, and research engineer at Marconi's Wireless Telegraph Co., deals with engineering problems, in the development and testing of radio receiving apparatus. The price is $3.50. O. S. Puckle, of the Research Dept. of A. C. Cossor Ltd., London, and a member of the Council of the Television Society, is the author of *Time Bases*, concerning their construction, testing and uses. $2.75 is the price.

Norwich Abroad

NORWICH PHARMACAL Co., Norwich, N. Y., has appointed Irwin Vladimir & Co., New York, to handle export advertising for Anoline Cream and Powder. Radio, will be used along with newspapers and magazines, but no specific broadcasting plans have been announced. Export Adv., New York, continues to handle export advertising for Norwich's Pepto-Bismol and Unguentine.

FLEISCHMANN CITED FOR FALSE CLAIMS

STANDARD BRANDS Inc., New York, was charged by the Federal Trade Commission last week with making false claims through advertisments by radio and other media regarding therapeutic properties of Fleischmann's Compressed Yeast and its effectiveness in treating purported vitamin deficiencies.

The Commission challenges statements made in the company's advertising that persons having colds which "hang on" are deficient in vitamin A; that those suffering from nervousness, irritability and poor digestion are lacking in vitamin B; that those who tire easily or age prematurely are deficient in vitamin G. The company's claim that the use of its yeast can prevent or correct these conditions is branded false in the Commission's complaint.

Other claims having to do with the alleged difficulty in obtaining vitamins in the vitamin B complex, statements regarding diet deficiencies of city workers, and low cost of adding the vitamin B complex through use of its product are taken to task by the Commission.

Vitamin Claims Denied

"Fleischmann's Compressed Yeast is not an effective treatment for the ailments or conditions enumerated in the respondent's advertisements," the complaint alleges. "The vitamins in the vitamin B complex are not difficult to obtain, as represented, but are readily available in whole grain cereals, enriched bread, lean meats, leafy vegetables, beans, nuts, cooked liver, milk, and other customary items in the ordinary diet," the FTC asserts.

Regarding the company's claims that persons exhibiting nervousness, lack of buoyancy, etc., reflect manifestations of vitamin deficiency, the Commission charges that "these advertisements are false because they fail to disclose that the causes of such conditions are so numerous that their mere existence is such an uncertain indication of vitamin deficiency that there is no reasonable likelihood that they will be benefited by the respondent's product."

The company is given 20 days to answer the Commission's complaint.

Mrs. Slatter Named

EDNA SLATTER, first woman appointed to an executive post by Canadian Broadcasting Corp., has been named office manager at Toronto. She has been with CBC since its start and was associated with Peter Aylen, CBC Ottawa liaison officer; Jack Radford, station relations supervisor, and Dick Claringbull, Ontario regional representative. Mrs. Slatter, wife of Jack Slatter, manager of Radio Representatives Ltd., will be charged with the training of the clerical staff at CBC's largest personnel center, Toronto. The Slatters have a 20-year-old son in the RCAF.

Mrs. Slatter

"...a pattern of radio service"
Every Monday evening at 7:30, listeners in WHN's nine-state, 84-county primary area tune to the Congressional Record... wherein Senators and Congressmen give their views on important topics of the day.
Recently, Hon. Karl E. Mundt, representative from South Dakota, used the Congressional Record (the book) to pay tribute to the Congressional Record (the program) in the following words:
"Mr. Speaker, I believe that both the country and the Congress owe a debt of gratitude to Radio Station WHN for its enterprise in arranging these weekly programs.
"So far as I know, WHN is the only independent radio station in America which affords its listeners this type of regular weekly discussion by Members of Congress... It is a pattern of radio service which may very well some day be extended to the network field."
WHN is grateful to Representative Mundt for his meed of praise for this outstanding program. Yet the Congressional Record is just one of the many news and public service programs broadcast over WHN. In all, more than 130 broadcasts a week are devoted to news and public affairs.
It is this regard for the public interest that forms "a pattern of radio service" that WHN will humbly continue to maintain.
WHN
NEW YORK
1050
on your dial
50,000 WATTS IN THE NATION'S No. 1 MARKET
Represented by RAMBEAU

Want Returns Now—and Tomorrow?

Whether you want to increase sales today or build for the future, both are yours for the price of one when you cover the Nashville market via WSIX.

Right now, returns to WSIX advertisers are the greatest in the station's history.

And tomorrow — because Nashville's prosperity is founded on *permanent* agriculture and *permanent* industries —there's another big dividend for those investing their advertising dollars in this area.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

LT. GRAY FORMS ARMY RADIO UNIT

USING his peacetime talents, Lt. Gordon Gray, public relations officer at the Ft. Benning, Ga., Infantry School, has organized a radio section of former professionals now in uniform to produce a 13-week series of transcribed quarter-hours, *Thirteen Weapons of War*. Experiences of returned combat heroes now instructors or students at the Infantry School will form the basis for the series.

WSB Atlanta, whose facilities are being used in cutting the transcriptions, will air the series. Later it will be circulated by the Special Information Office of Army Ground Forces at the Army War College, Washington.

Lt. Gray, peacetime president of WSJS Winston-Salem, N. C., and WMIT Mt. Mitchell, N. C., FM outlet, has in his radio unit the following: Lt. Don L. Kearney, former USO director in New York, producer; Lt. Thomas W. Phipps, former MGM writer, scripter; Pvt. Mel Allen, former CBS sportscaster who has just completed his Infantry basic training, narrator; Lt. Bernard E. Neary, producer with Arthur Kudner Inc.; Lt. Stephen E. Gavin, WIBA Madison, Wis., announcer; Lt. Robert E. Hahn, announcer at KVOD Denver; Sgt. Ryan Halloran, WTCN Minneapolis, announcer; Capt. Charles J. Keenan and Cpl. Robert Finch, New York stage and radio actors, and Lt. Wallace Ruggles, former West Coast radio producer.

NBC Hollywood Changes

IN REALIGNMENT of NBC Hollywood production department personnel, Marvin Goodson, producer, has been elevated to supervisor of scripts, succeeding Caryl Coleman, resigned. Coleman will freelance as writer-producer. Howard Wiley, of the network's Chicago staff, has been shifted to Hollywood as producer, succeeding Vance Graham, resigned. Ezra McIntosh, formerly program director of WMMC Asheville, N. C., has joined the network's staff as producer. Doug Gourlay, San Francisco announcer, has been shifted to Hollywood as replacement for Ken Carpenter, who recently resigned to freelance.

Norman Named by WPB

APPOINTMENT OF Allen E. Norman as chief of WPB's Magazine & Periodical Section effective Jan. 1 was announced last week by Arthur Treanor, director of the Printing & Publishing Division. Mr. Norman, who has been a consultant in the Magazine & Periodical Section for five months, is secretary of Fawcett Publications Inc., New York. He succeeds Walter J. Risley Jr., who returns to Curtis Publishing Company.

NBC Meeting Jan. 10-11

NBC STATIONS Planning & Advisory Committee members will meet in New York Jan. 10-11 to elect a chairman for the coming year and to discuss mutual problems with network executives. Postponed from Jan. 5-6, the meeting will be the first of the new committee elected in December to serve through 1944 [BROADCASTING, Dec. 20].

TAKE A GANDER at the Christmas geese presented by employes of KXRO Aberdeen, Wash. to Harry Spence, president, and Fred Goddard, general manager. Mr. Spence is trying to claim his share of the unrationed fowl. A special proclamation prepared by the staff accompanied the gift of geese.

Hunt on Don Lee

HUNT PACKING Co., San Francisco, new to radio, on Jan. 2 started for 13 weeks sponsoring a half-hour variety program, *Vaudeville Hotel*, on 34 Don Lee Pacific stations, Sunday, 8-8:30 p.m. (PWT). With Henry Grant as singing m.c., series features guest vaudeville stars each week. Initial broadcast included Maxie Rosenbloom and Joe Oakie, comedians, Buck and Bubbles, microphone dancers, and Yacht Club Boys, singing group. Cy Trobbe, musical director of KFRC San Francisco, has that assignment on the program. Garfield & Guild Adv., San Francisco, is agency.

Electronic Needs Up

INDICATED 1944 demands for communications equipment for the armed forces will be approximately 30% greater than during 1943, Maj. Gen. William H. Harrison, Chief of the Army Signal Corps Procurement & Distribution Service, estimated last week. He pointed out that an adequate supply of electronic radio equipment for training purposes as well as combat use is essential if troops are to be well prepared in operating techniques before going into battle. Gen. Harrison praised the communications industry for the "splendid job" it has done so far but warned that increased output is necessary to avoid unnecessary casualties.

Goldstein Now V-P

APPOINTMENT of Leon Goldstein, news and special features director of WMCA New York, as second vice-president effective Jan. 1 has been announced by Nathan L. Straus, president. A former newspaperman, Mr. Goldstein joined WMCA in 1937 to direct publicity. He had served as director of public relations of WBNX New York 1935-37. Other officers appointed by Mr. Strauss since he acquired the station are: Herman Stein, secretary treasurer, and Charles Stark, first vice-president and general manager.

"STAND BY FOR *Adventure*"

A NEW NBC RECORDED FEATURE . . . WITH SLEEVES ROLLED UP FOR WORK!

Good tales well told have always been one of the surest forms of entertainment. And here's a real hard-working program which makes use of the art of story-telling to the *n*th degree—26 quarter-hour programs (for one or two a week broadcast) carefully designed for wide appeal and mass attention.

"Stand by for Adventure" is a series of stories of exciting happenings in far places among strange people . . . in wild lands and strange cities . . . tales of mysticism, dangerous deeds, the unusual, as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. Created by a "panel" of prominent radio writers—carefully cast and expertly produced by NBC—each program is complete and all are woven into a series sure to make friends for sponsors.

Effective supporting promotional material furnished for use on the air, in newspapers and for direct mail and point-of-sale—plus distinctive plan for local participation.

Pick your own time, choose your own stations, tack on your commercials and sit back and relax. That's all there is to it! Ask for audition records and detailed information about this and other NBC "package" recorded shows. Write, wire or phone.

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Cal.

Merchandising & Promotion

NAB Promotion—Trade Swap—Tag Scrap
Superman Contest—Maryland Mystery

RETAIL SALES promotion plan set forth in the NAB "Air Force and the Retailer" presentation, which toured key cities of the nation last fall to stimulate retailer interest in the possibilities of radio advertising, has been condensed to its basic facts and elements in a desk-type stand-up sales promotion piece. Released to all stations subscribing, the average perusal time for the unique presentation is 29 minutes. Charts, diagrams, pictures, and ideas contained in the 11 x 18 inch stand-up make it a "pocket size" miniature of "Air Force and the Retailer." Off-set printed in two colors, stand-up is bound in heavy cardboard with leatherette finish.

* * *

WOV Listing

WOV New York has issued its weekly schedule in a new paper-and-labor saving format. Replacing the former mimeographed release which included a different page for each day of the week, is a red and white printed folder. Commercial or sustaining time is shown.

Trade Swap

TRADE DEAL for the new year arranged by WPEN Philadelphia and the Philadelphia *Daily News* provides for a swap of newspaper space for station advertising purposes in return for time on the air. The deal was arranged in spite of the newspaper's earlier announcement that it would not enter into any additional time-for-space swap deals because of the newsprint shortage. The Philadelphia *Inquirer* and *Record* also had advised the local radio stations that such deals will be curbed for the duration with all radio advertising to be on a cash-and-carry basis. The WPEN-*Daily News* trade deal gives the newspaper five 10-minute programs a week in return for space.

Topeka Condiment

"SEASON Your Selling in '44 with Dollars and Cents Results," urges WIBW Topeka in a premium sent to the trade. The premium is a set of white china salt and pepper shakers. To check acceptance, WIBW asks recipients to mail back a reply card (with 11-cent stamp attached) and the box in which the premium was mailed. This is a paper-saving idea, says WIBW.

* * *

WOR Story

DIGEST-SIZE booklet titled *This Is WOR* is ready for distribution. Designed to tell the story of the station, the booklet will be distributed to the WOR staff, advertising agencies and past and present sponsors.

Tag Scrap

CAMPAIGN to salvage for war purposes all out-of-date metal auto license tags has been initiated by Jack O'Connor of WRBL Columbus, Ga. Idea came to him the morning of Jan. 3 as he was conducting an impromptu program. Response to the proposed campaign was immediate, promising close co-operation and even suggesting that "scrap your tag" go national. Collection points have been designated and money obtained from the sale of the salvaged tags will be donated to the Columbus Boys Club. Jack's slogan for the campaign is: "Join in this great occasion, scrap your tag for the big invasion."

* * *

Superman Contest

SUPERMAN Inc., New York, is lining up a nationwide contest for high-school students, tying in with its production *Superman*, sponsored on Mutual by General Mills. Plan is to get radio classes and workshops to stage an amateur production, based on a specially-written 30-minute sample *Superman* script. Radio editors and a member of the local Board of Education will be asked to select the best performances. The winning school in each regional area will be named, and the participants awarded war bonds. Contest is expected to get under way sometime in January.

* * *

Maryland Mystery

"THE MYSTERY of the Missing Maryland Market"—or "How the FCC and NBC Collaborated to Find a Solution" is the folder WTBO Cumberland has just released. Dealing with the recent tie-in of NBC and WTBO, the piece lists a cast of characters as Cumberland, the Heroine, WTBO, the Hero, various advertisers, agencies, and others; and under "plot," tells the story of how NBC came to Cumberland via WTBO. Moral is that Cumberland now offers a new nighttime audience. WTBO representative is Spot Sales Inc. Rate card is included with folder.

* * *

KECA-KFI Promotion

KECA (BLUE) and KFI (NBC) Los Angeles, owned and operated by Earle C. Anthony Inc., are now running a promotion campaign especially designed to build an audience among the greatly increased population of the area. KECA has taken on many new network programs. Advertising for both stations is concentrated on two media—newspapers and outdoor posters, promoting both high-spot shows and groups of programs. Agency is the Dan B. Miner Co. of Los Angeles.

* * *

Year's Review

PETTICOAT Partyline, the Ruth Lyons "institution" on WSAI Cincinnati, has issued its 1943 yearbook, "Rings & Ruffles", all about the people on the partyline, both listeners and broadcasters. Proceeds go to the Crippled Children's Hospital in Cincinnati. The book is arranged like a loose-leaf scrapbook and contains innumerable pictures with short, cryptic commentary in explanation. It records a year's review of the audience participation show *Petticoat Partyline*.

Important, yes ...but only one!

Cotton is an important crop down in KWKH-land — and especially this year. Many localities report ginnings up more than 300 per cent. But it's only one of the rich and varied industries that spell opportunity to sell now and build sales for the future. Only KWKH covers this rich market completely . . . effectively!

Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

Tremendous!
Thousands and thousands of new people . . . Countless thousands of new dollars . . . something big . . . Something remarkable is taking place in Knoxville, right now! We'll be able to tell you all about it, after the war. Meanwhile, watch the Knoxville Market!

WNOX

KNOXVILLE • TENNESSEE

10,000 WATTS • CBS

SCRIPPS-HOWARD RADIO, Inc.

affiliated with

THE KNOXVILLE NEWS-SENTINEL

represented by

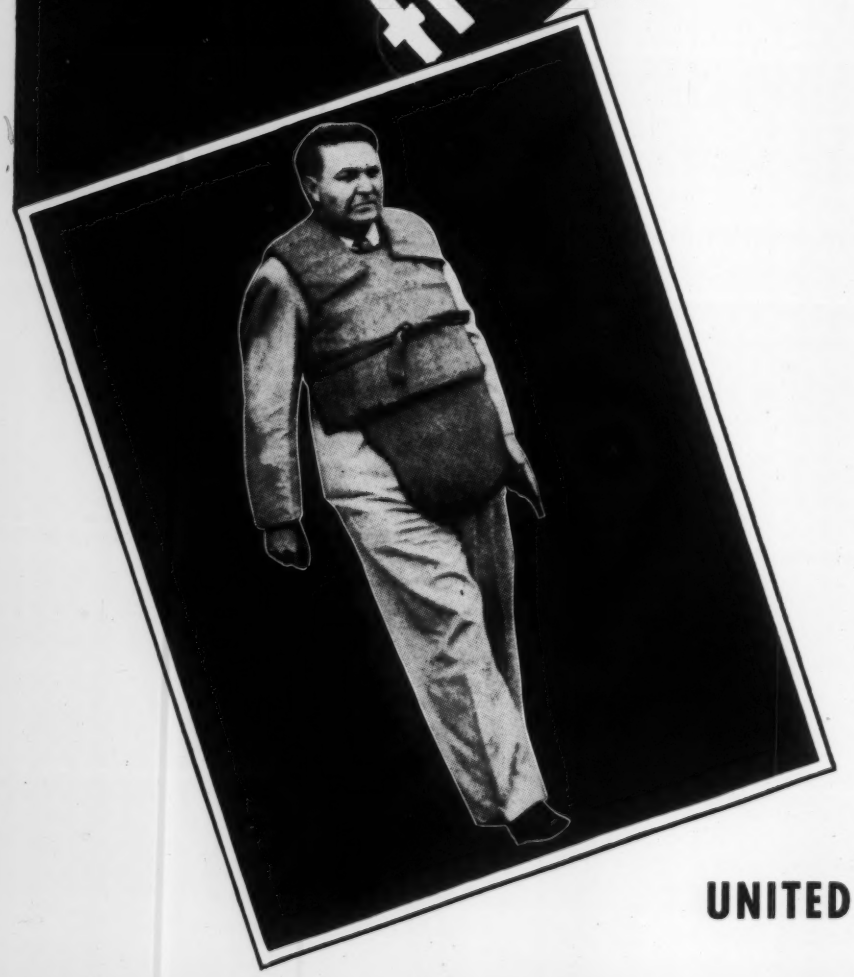
THE BRANHAM COMPANY

from SHANGHA

NOW

CARROLL D. ALCO

Japs for years and ut
men . . . who is know
as a fighting journa
written "MY WAR W



*—"When he opened his mouth Tokio cle d it

*—"I consider Alcott America's greatest r int
—Randall Gould, Editor Shanghai Ev g P

*—"Am advising everybody to listen to ott
East makes his news comment the m valu
J. B. Powell, Editor of China Weekly iew.

*—"Here's to your station and to Alcott. wa
carried the ball for Americans in Far Eas ye
America's authority on Chinese Law.

*—"In presenting Carroll Alcott, long time umb
to American listeners, you are doing usefu
Judge U. S. Court for China.

*—and hundreds of other similar comm s fr

UNITED PRESS . . . ASSOCIATED PR S.

F I F T Y G R A N D I N

A to WCKY

COTT . . who defied the
nd outwitted their gun-
now around the world
rnalist . . . who has just
WITH JAPAN"

o clenched its fist" — *Time Magazine*.

west radio interpreter of Far Eastern affairs"
ai Evening Post and Mercury.

n to Scott whose familiarity with the Far
e most valuable in these critical times" —
eekly Review.

cott. He was outstanding broadcaster and
r Eastern years" — *Judge Norwood Allman,*
aw.

time number one broadcaster of all Asia,
oing useful service" — *Milton J. Helmick,*

omments from experts and lay listeners.

PRESS . . . CBS WORLD NEWS

WCKY

THE *L. B. Wilson* STATION

CINCINNATI

IN POWER · CBS

Editorial

Those Freedoms

TO MOST folks talk about "freedom of the press" and "freedom of radio" is ethereal, law book stuff.

The FCC's deliberations concerning newspaper ownership of stations have been disquieting primarily to those publishers interested in radio. The Government anti-trust suit against the Associated Press similarly has caused concern in isolated quarters. Now Postmaster General Walker's summary action in revoking second-class mailing privileges of *Esquire* brings into focus a new approach.

All these taken in combination cut across the whole fabric of the nation's press—newspapers, press associations and magazines. In each case some generalized phrase, such as "public interest, convenience and necessity" or "public welfare" or "public service" is the vehicle for action.

Certainly the threat to these freedoms no longer can be regarded as idle, high-sounding talk. The first attack was on radio, not alone with respect to newspaper ownership, but as to tightened regulation down the line.

It should be clear now that radio is the first line of defense for the nation's press.

Along State Lines

LEGISLATION is and nearly always has been radio's No. 1 problem. That's because, fundamentally, we have always had a licensed radio. For the last decade, the licensing authority (FCC) doggedly has sought increasingly greater powers as a regulatory authority.

The FCC, being on the scene in Washington, is in constant contact with those committees of Congress in which radio legislation is developed. It works at the job practically full-time. Members and officials of the Commission appear before committees of Congress on appropriations and on other matters. They testify, in many instances, behind closed doors. They have the manpower to prepare special studies and impart to Congress their own views and ideologies about radio.

Thus, Congress day in and day out, gets only one side of the story. It is only when we have hearings such as those on the White-Wheeler Bill that the other side is told. Then the picture changes somewhat. But after the close of the hearings, what? The Government agency still maintains its liaison with the Committees of Congress. And broadcasters go back home.

This brings us to our point. The spokesman for radio in Washington is the NAB. Its policies are determined by a board of directors of 26. Of these, 17 are from the radio districts into which the country is divided. Then there are directors-at-large representing particular classes of stations. And those networks which are members automatically have board representation.

The NAB board wasn't organized with legislation as the primary consideration. We think it should be. That would mean organization along state lines. Why shouldn't there be a board made up of one director from each of the 48 states? He would be the spokesman for the stations in his state. He would maintain the liaison with the Congressional delegations from his state.

Senators and Representatives think in terms of the country at large. But they also think in terms of their constituents. They go home every so often to feel the local pulse. They know best the radio operations in their own states. They listen to those stations and they are interested in the welfare of their broadcasters.

There has been lots lacking in radio's legislative approach. Broadcasters get all het up when a crisis arises. Then they go home and decide to "Let George do it". The assignment is a continuing one. The contacts should be automatic.

The NAB holds a convention this spring—between April 1 and May 15. Legislation now is pending in Congress to amend the Communications Act to retrieve for radio its freedom. These new amendments may be enacted by that time, but whether or not they are, equally important legislation must be considered to cope with post-war radio and communications developments.

Remodeling of the NAB board along state lines should go a long way toward building a harder-hitting trade organization that can be effective the year around—not merely when crises arise. We trust the NAB membership will consider this suggestion and that it be scheduled for discussion and action at the forthcoming convention.

Sold Scientifically

UP IN CANADA, where the war is an old story—4½ years old—the recurring hubbub in the States over paid and unpaid governmental advertising campaigns is hard to understand. For the Dominion realized back in 1939 that war messages to its people should be sold scientifically.

Those who have taken part in the subsidy and anti-subsidy battles will find a refreshing account of this scientific manner of war waging in an article on page 20 of this issue. The story is told by Glenn Bannerman, president of the Canadian Assn. of Broadcasters.

The scientific approach to governmental contact with the citizenry is built around recognition that business' most potent sales weapon—advertising—is wielded by advertising experts, and that advertising media should be used intelligently and impartially.

Those premises established, Canada decided that the men who know advertising best are best fitted to buy advertising. Therefore the job of buying media facilities, after a shaky start, was vested in a cooperative group of advertising men formed to assist the governmental campaigns.

All media have been used—and extensively, too—by the Dominion.

In the process, everybody has been happy—Government, advertisers, agencies, media. In fact, the industry groups have been trying to out-perform each other in their joint job of winning the war as quickly as possible. For example, privately-owned stations are estimated to have donated about 16% of their total volume of revenue in free time.

It's time for some scientific selling this side of the border.

Our Respects To -

THOMAS HENRY LANE

AT A DESK offering a view out past the White House and down Pennsylvania Avenue sits a smiling, 30-year-old executive charged with one of the most gigantic sales promotion jobs in history—the Fourth War Loan Drive for $14,000,000,000. The open door, for all to enter, and the friendly atmosphere dispel any hint of pretentiousness about the occupant, his surroundings, or his task.

The second consecutive radio man to direct the advertising, press and radio activities for the War Finance Division of the Treasury Dept., Tom Lane succeeds Vincent F. Callahan, who resigned Dec. 10 to re-enter private business, and who was formerly with NBC Washington and ex-manager of WWL New Orleans and WBZ-WBZA Boston. Already forwarding War Bond promotion for the Treasury during the past year-and-a-half as chief of the War Finance Division's Advertising Section, Tom previously had been with Young & Rubicam and WOR New York.

As chief of the WFD advertising section Tom was in direct charge of all publication, outdoor and poster advertising for War Bond promotion. Coordinating promotion activities with the plans of the sales staff and other divisions of the Treasury, in Washington and in the various offices throughout the country, he also consulted with the War Advertising Council and its various agencies to secure advertisements. Included on the list of activities were a great number of personal contacts and correspondence with editors, publishers, national advertisers and advertising agencies about the country.

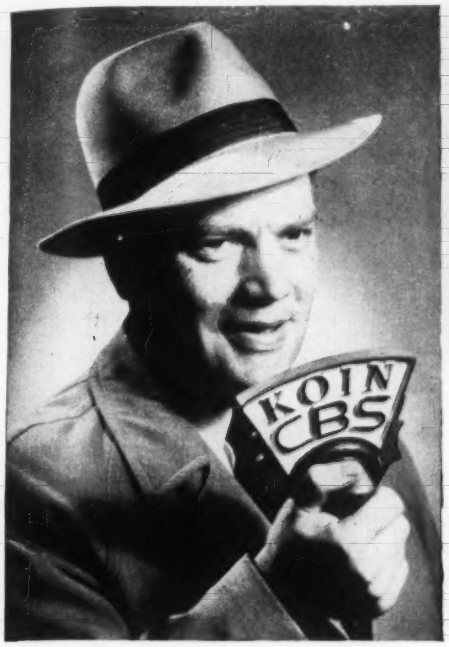
The Treasury ads prepared under his direction appear regularly in 1400 daily newspapers, 4,500 weekly newspapers, 59 general magazines, 36 farm papers, 550 trade publications, and 10,000 billboards—all at no expense to the taxpayer.

Five years work with Young & Rubicam, association with WOR New York and the *New York Herald-Tribune* preceded Tom's affiliation with the Treasury. Joining the advertising agency in 1937 his first assignment was to handle publicity work on various radio shows, including *We the People, Fred Allen, Kate Smith, Jack Benny, Phil Baker* and *Hobby Lobby*. His first promotion soon followed and he began writing and directing the *Eddie Duchin Show*, sponsored by American Tobacco, and *Hobby Lobby*, sponsored by Fels-Naptha. Copy work next came his way

(*Continued on page 45*)

This is No. 5 in a series of stories of KOIN PUBLIC SERVICE

The subject of No. 1 was a summer series of City Park Concerts . . . of No. 2 "Wartime Women", KOIN's award-winning nightly broadcast of women's war activities. No. 3 told about "Million Dollar Club"—the big weekly half-hour, year-'round War Bond promotion program. No. 4 about special educational and farm service activities.



Johnny Carpenter has been in radio 15 years, including three as advertising manager and sportscaster for a large oil company. He has been with KOIN for the past three years in his present capacity.

Planning launching broadcast for world record 10-day Liberty Ship, "Joseph N. Teal". Left to right . . . Carpenter, Henry J. Kaiser, Albert Bauer, Manager of Oregon Shipbuilding Corporation, and Edgar F. Kaiser.

Johnny interviews Portland's world-famous traveling Mayor, Earl Riley, on his recent return from England.

Introducing . . . **JOHNNY**

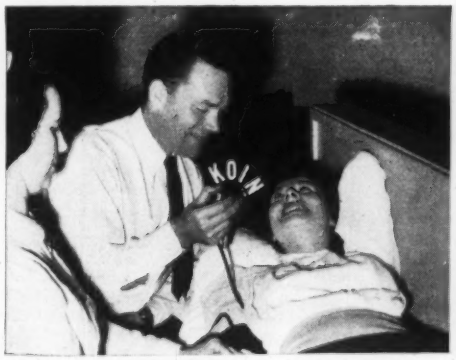
CARPENTER

Director of Special Events and Sports

. . . When Henry Kaiser sets a new record
. . . When celebrities come to town
. . . When history-making events take place
. . . When community emergencies develop
. . . When wounded soldiers come home
. . . When home front war effort needs stimulus—

. . . No matter what the occasion, if it's in the public interest, Johnny's there with a KOIN mike helping this station serve the community.

SPORTS are soft-pedaled for the duration, but afterwards Johnny will again be on the job to serve listeners in this department.



Helping the Red Cross get blood donors Johnny broadcasts impressions of Miss Patsy Neal while she donates her pint.

Col. Stratton presents Carpenter with aircraft warning service medal on first anniversary of weekly program *"Stop, Look and Listen"* beamed at aircraft watchers.

With Johnny's help, charming Shirley Howard tells listeners how it feels to be 1943 Rose Festival Queen.

FREE & PETERS, INC.
National Representatives

KOIN PORTLAND OREGON

CBS

Personal NOTES

DR. JAMES ROWLAND ANGELL, public service counsellor of NBC, and former president of Yale U, has been appointed director of New York U's Hall of Fame for Great Americans, succeeding the late Prof. William Lyon Phelps.

HENRY M. B. CHAMBERLIN, formerly of the advertising department of *The Family Circle*, and previously with *The Chicago Tribune*, has joined the sales department of Mutual.

PHILLIPS CARLIN, vice-president in charge of programs of the BLUE, is in Hollywood for conferences with BLUE program executives on the coast. He returns to New York Jan. 17.

MACK ARNETTE has joined the sales staff of WWNC Asheville, N. C., replacing Zeno Wall Jr., resigned.

ORVILLE (Sky) FIELDS, former manager of WMAN Mansfield, Ohio, has been inducted into the Army.

Reinsch Honored

LEONARD REINSCH, director of the Gov. James M. Cox stations, WSB Atlanta, WIOD Miami and WHIO Dayton, last Wednesday was initiated as an honorary professional member into Sigma Delta Chi, national journalistic fraternity, at the U. of Georgia chapter in Athens. Mr. Reinsch, a graduate of Northwestern U., is general manager of WSB in addition to his supervisory duties over the other Cox stations.

M/SGT. VICTOR SHOLIS, former director of the Clear Channel Broadcasting Service, on Dec. 30 married Jane McDonald, his former secretary, in Seattle. Sgt. Sholis is stationed at Fort Lewis, Seattle. Mrs. Sholis, it is understood, will return to her post as secretary of CBS in Washington.

A. D. WILLARD Jr., general manager of WST Charlotte, N. C., has been named vice-president of the Mecklenburg (County) council, Boy Scouts of America.

ENSIGN BERNARD F. GOODRICH, USNR, former sales manager of WHCU Ithaca, N. Y., reported Dec. 28 for duty at Ft. Schuyler, N. Y.

BOB KAUFMAN, who recently reorganized WINX Washington, D. C., has left the station. No future plans were announced. Lawrence Heller has resumed active management.

ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia, has been named vice chairman, public relations, of the Philadelphia War Finance Committee for the Fourth War Loan Campaign. Jack Steck, public relations director of WFIL, will act as director of promotional activities.

CAPT. E. P. H. JAMES of the Army Air Forces, formerly director of advertising, research and publicity of the BLUE, is the father of a boy. Capt. James is at Harrisburg, Pa.

WARD INGRAM, formerly sales manager of KFRC San Francisco, now in the Army and stationed at Santa Ana, Cal., has been promoted to a captain.

Capt. J. E. Doherty

CAPT. JOHN E. DOHERTY, 24, son of Frank P. Doherty, owner of KRKD Los Angeles, and president of the Los Angeles Chamber of Commerce, was killed in action in Italy on Dec. 10 according to a War Department communication. No details were given.

Jaspert to WLAW

APPOINTMENT of George H. Jaspert, veteran broadcaster, as station manager of WLAW Lawrence, Mass., was announced last week by Irving E. Rogers, president and general manager of the Hildreth & Rogers Co., owners and operators of the station. Mr. Jaspert left WPRO Providence, where he was commercial manager, to accept the new post. Mr. Rogers will continue to serve as general manager of the station. Mr. Jaspert has had 23 years of experience in broadcasting, most of it in the New England area. He is married and has three children.

Mr. Jaspert

BEHIND the MIKE

HAROLD McGEE, freelance producer-director, has taken over direction of *Cavalcade of America*, sponsored on NBC by E. I. duPont de Nemours & Co., Wilmington. Homer Fickett, of the production staff of BBDO, New York, duPont agency, will continue to supervise *Cavalcade* as well as specialize in building new shows.

WILLIAM WILGUS, producer, has resigned from the Office of the Coordinator of Inter-American Affairs to join J. Walter Thompson Co., New York, where he will handle the new Ford program on the BLUE featuring Tommy Dorsey's orchestra. Cyril Armbrister, previously a director at the BLUE, takes over Mr. Wilgus' duties on the CIAA's Latin American shortwave version of *Counterspy*, heard domestically on the BLUE.

ROBERT R. RAY, former supervisor of the assignment division of CBS network operations and with CBS since 1929, has been appointed assistant to the director of CBS operations, James M. Seward. Mr. Ray replaces Leroy Passman, who is joining the Overseas Branch of the OWI and will probably go to London.

ED STEVENS, announcer of WAAT Newark, N. J., has been inducted into the Army.

ROBERT E. SHORT, announcer-engineer of WHCU Ithaca, N. Y., on Dec. 26 married Madeleine Lois King of Ithaca.

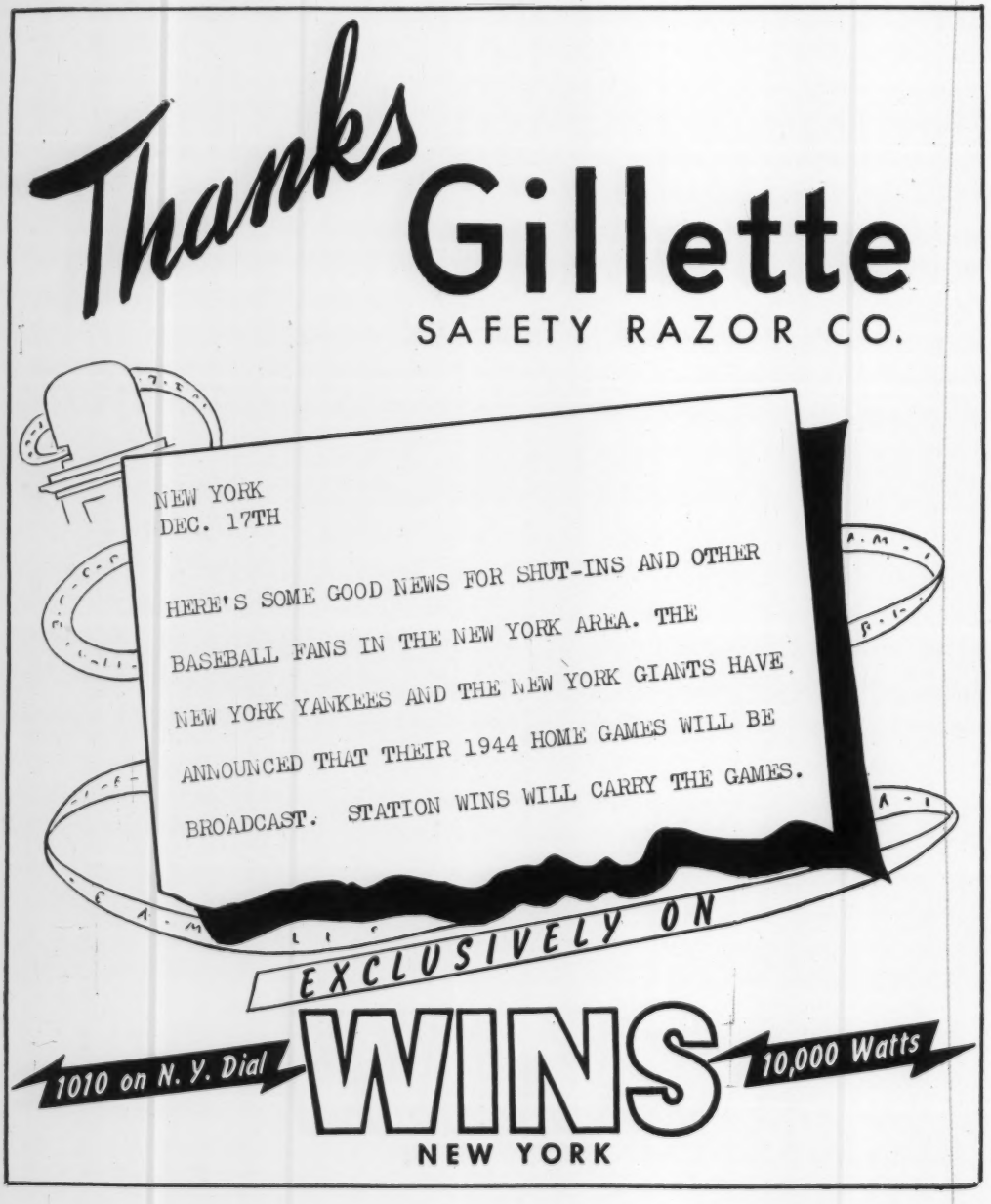
FRANCES DILL, new to radio, has joined the announcing staff of WCBI Columbus, Miss.

EDWARD MELLINGER, of the CBS department of education, has entered the Maritime Service as apprentice seaman.

DAVID H. HARRIS, WTAG Worcester program-production manager, has been loaned to the Massachusetts War Finance Committee of the Treasury to help promote the Fourth War Loan Drive. He is assigned to special events and radio in the publicity department, with headquarters in Boston.

JIM HARVEY, KYW Philadelphia newscaster, is leaving for the Army.

EDWARD H. CARPENTER, formerly on the staff of the *Daily Enterprise*, Adirondack, N. Y., has been added to the production staff of KYW Philadelphia.


Thanks
Gillette
SAFETY RAZOR CO.
NEW YORK
DEC. 17TH
HERE'S SOME GOOD NEWS FOR SHUT-INS AND OTHER
BASEBALL FANS IN THE NEW YORK AREA. THE
NEW YORK YANKEES AND THE NEW YORK GIANTS HAVE
ANNOUNCED THAT THEIR 1944 HOME GAMES WILL BE
BROADCAST. STATION WINS WILL CARRY THE GAMES.
EXCLUSIVELY ON
1010 on N. Y. Dial
WINS
10,000 Watts
NEW YORK

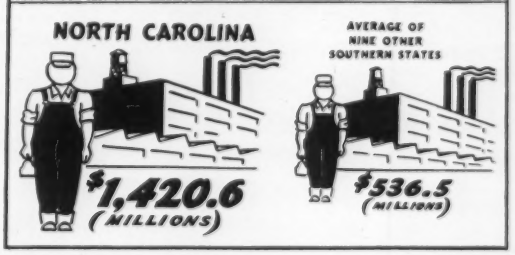
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940

IN INDUSTRY

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939



WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

BILL REID, announcer of CKWX Vancouver, and Mabel Boeyen, switchboard operator of CKWX, were married recently.

BILL STEWART, announcer of CKWX Vancouver, recently married Betsy Levirs at Kelowna, B. C.

VERNA COLLINS, new to radio, has joined the continuity department of CKWX Vancouver.

VICTOR BEST, former amateur actor, has joined the announcing staff of WHLD Niagara Falls.

PHIL ALLEN has been commissioned an ensign in the Navy and leaves his announcing post at WISN Milwaukee.

EDDIE FRECH, former WMAN Mansfield, Ohio, announcer, has joined the announcing staff of WALA Mobile, Ala. He is replaced at WMAN by Buddie Crum.

BILL DUNN, formerly program director of WIBM Jackson, Mich., and Jim Fleniken, formerly commercial manager of WBLK Clarksburg, W. Va., have joined the announcing staff of WKBN Youngstown, Ohio.

ED HALLORAN, formerly with the *Cincinnati Post*, has joined the news staff of WLW-WSAI Cincinnati

Malone to Associated

TED MALONE, recently assistant program director of WABC New York and formerly program director of KMBC Kansas City, has been appointed program director of Associated Recorded Programs Service, according to Ben Selvin, vice-president of the company. Mr. Malone originated *Between the Book Ends*, heard on the BLUE. Recognizing the acute manpower shortage at stations, Associated will concentrate on continuities, thus enabling subscribers to get maximum commercial use of their own libraries.

ROBERT MILTON, announcer of KGFJ Los Angeles, has been recalled for active service with the Merchant Marine. Lou Place, announcer, has returned to the station after an interval at KIEV Glendale, Cal.

ERNEST H. MITCHELL, formerly with the *Denver Post*, and Adolph (Bud) Mayer, formerly with the *Rocky Mountain News*, have joined the news staff of KLZ Denver.

DON GILLIS, former program manager of WBAP Fort Worth, Texas, recently joined the NBC Central Division as a musical production director.

HARRY BUBECK, dramatic director of the NBC Central Division, is the father of a boy.

JIM STOVIN, son of Horace Stovin, Toronto station rep., has joined the announcing staff of CJOR Vancouver.

DOROTHY McLEOD has joined CJOR Vancouver as script writer.

JACK RUSSELL RAER, pilot officer, formerly program director and announcer of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, is now operating Halifax bombers with the Royal Canadian Air Force bomber command.

AIRCRAFTSMAN LES HARTING, formerly announcer of CKGB Timmins, is now in the control tower at a Royal Canadian Air Force operational training unit in eastern Canada.

GEOFF DAVIS, formerly announcer of CBR Vancouver, and for the past year with the Royal Canadian Air Force, has been discharged and is now announcing at the Canadian Broadcasting Corp. studios, Montreal.

Walter Bronson Dudley

WALTER BRONSON (Bide) DUDLEY, 66, radio commentator, drama critic and Broadway columnist for more than 30 years, died Jan. 4 in Polyclinic Hospital, New York, after a long illness. Drama critic of WOR New York, in the middle 1930's, Mr. Dudley created the *Theatre Club of the Air* program, on which he gave the news in rhyme and reported on Broadway life. Mr. Dudley was the father of Doris Dudley, stage and screen star, and is also survived by two sisters and two grandsons.

ROSE BIALICK, formerly secretary to Arthur Perles, assistant director of CBS press information, has been transferred to the trade news division to assist Joan Lane, trade news editor. Miss Bialick was formerly in NBC's advertising and promotion department and before that with Humbert & Jones Adv. Doris Nevins Conway, copy-writer with Lennen & Mitchell for the past two and a half years, has joined the CBS press information staff.

WALTER HOMES, senior staff announcer of WBNX New York, has been called for induction into the armed forces.

IRENE KUHN, formerly NBC manager of program promotion, has been named assistant director of NBC's department of information, reporting to Albert E. Dale, director.

JACK STEVENS, former Mutual sports announcer, is now news and sports announcer for WDRC Hartford.

ROBERT BIGHAM, formerly in the diplomatic service, has joined the announcing staff of WIP Philadelphia.

ELIZABETH TAYLOR, in the business office of KOY Phoenix, has been appointed continuity editor. She succeeds Frances White who resigned to join her soldier husband stationed in New Mexico.

HARRY PATTERSON, announcer of KMPC Beverly Hills, has been inducted into the Army.

MARION KAROL, commercial editor of KNX Hollywood, is in New York for four-week conference with CBS editorial staff members.

HOWARD RHINES, program director of KMPC Beverly Hills, has been elevated to production manager.

JOSEPH K. MASON, assistant to Stockton Helffrich, manager of NBC's continuity acceptance department, has taken over the position held by Mr. Helffrich, now on military leave.

PEGGY BYRNE, a former member of the New York editorial staff of *Radio Daily*, and prior to that with the advertising department of *Harper's* magazine, recently joined the WBBM-CBS Chicago press relations staff.

SHERRY O'BRIEN, sports announcer of WDAS Philadelphia, is the father of a girl.

CHARLES DeKLYN, night manager of WIP Philadelphia, has suffered a relapse and will be a patient in the Burlington County Hospital for six more weeks.

MARK RUSSELL, formerly program and music director of WOC Davenport, Ia., recently joined the production department of WGN Chicago.

KENNETH CHRISTIANSEN, a member of the NBC traffic department 13 years, and recently night traffic manager for the network's central division, has been appointed traffic supervisor for the BLUE central division.

RADIO'S THREE
"CHAMPION of CHAMPIONS"
ARE ON
KSD

Other Groups with the Top Ranking Radio Stars on KSD Voted in the Motion Picture Daily Poll, Follow:
Comedian
Comedienne
Master of Ceremonies
Male Vocalist (popular)
Male Vocalist (classical)
Studio Announcer
Sport Announcer
Symphony Conductor
Daytime Serial
Dramatic Series
Variety Program
Comedy Show
Quiz Show
Educational Program
Govt. War Program

In the 8th Annual Poll of 600 Newspaper Radio Editors and Columnists of the United States and Canada by the MOTION PICTURE DAILY, and the three "champion of champions" selections are:

BOB HOPE
JACK BENNY
BING CROSBY

ALL are on KSD-NBC programs, with "firsts" also heading 15 other groups.

It's KSD for "Firsts" in St. Louis now as it has been in nation-wide polls since 1935.

A Distinguished Broadcasting Station
RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

Hooper Ratings like this are Scarce as Hen's Teeth!

Johnson City, Tenn. - Hooper Listening Index - Fall, 1943

	WJHL	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Others	Homes Called
8:00 AM-10:00 AM Mon. thru Fri.	96.4	1.6	0.6	0	0.4	0	0.4	1356
10:00 AM-12:00 N Mon. thru Fri.	85.3	7.9	2.3	3.0	0	0	1.5	1277
8:00 AM-12:00 N Mon. thru Fri.	91.3	4.5	1.4	1.4	0.3	0	1.1	2633
12:00 N-3:00 PM Mon. thru Fri.	91.8	1.8	2.3	2.3	1.8	0	0.0	1019
3:00 PM-6:00 PM Mon. thru Fri.	90.7	4.1	0.5	2.2	0.5	0	2.0	1023
12:00 N-6:00 PM Mon. thru Fri.	91.3	2.9	1.5	2.1	1.2	0	1.0	2042
6:00 PM-8:00 PM Mon. thru Sat.	87.6	2.7	1.6	0	2.2	1.1	4.8	930
8:00 PM-10:00 PM Mon. thru Sat.	74.1	5.7	1.9	0	4.2	2.8	4.3	891
6:00 PM-10:00 PM Mon. thru Sat.	80.4	4.3	1.7	0	3.3	2.0	4.5	1821

More than a million people live, work, play and spend their money within WJHL's primary area, which includes the six cities of Bristol, Kingsport, Greenville, Elizabethton and Johnson City, and the important trading centers of Abingdon, Va., and Boone, N. C.

Like many others, the Appalachian area is enjoying unusual war-time prosperity because of its hardwood, silk, rayon and knitting mills, its iron foundries, potteries and other factories. But this section is not newly rich. Its prosperity is founded upon a large and sound pre-war industrial development which includes North American Rayon, American Bemberg, Tennessee Eastman and many others—plus a Burley tobacco crop which runs into millions of dollars yearly, along with a great volume of dairy products, poultry and other foodstuffs.

For thorough coverage of this fine market, buy WJHL!

WJHL

JOHNSON CITY, TENNESSEE

W. H. Lancaster, President

Ken Marsh, Manager

1000 Watts 910 KC.

Blue STATION

Represented Nationally by Howard Wilson Co.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHCU Ithaca

Babson Bros. Co. of New York (Surge milking machines), 6 *sa*, *sp* weekly, 13 weeks, thru Fogarty-Jordan-Phelps, Chicago.
W. K. Buckley, Rochester (Canadiol Mixture), 3 *sp* weekly, thru Armand S. Weill Co., Buffalo.
Monticello Drug Co., Jacksonville, Fla. (666 cold tablets), 6 *sa* weekly, direct.
Park & Pollard Milling Co., Buffalo, 5 *sp* weekly, 52 weeks, thru Bowman & Block, Buffalo.
The Pinex Co., Ft. Wayne (cough remedy), 6 *t* weekly, 26 weeks, thru Russel M. Seeds Co., Chicago.
Standard Brands, New York (Fleischmann's Yeast), 5 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, New York.

WTBO Cumberland

Maurice's Department Stores, Cumberland, Bedford & Everett, 6 *sp* weekly, direct.
C. D. Kenny Co., Baltimore (Norwood Coffee), 6 *sa* weekly, 13 weeks, thru Joseph Katz Agency, Baltimore.
Personal Finance Co., (loans), 10 *t* weekly, 13 weeks, thru Al Paul Lefton, N. Y.
B. Beneman & Sons, Cumberland (retail furniture), 5 *ne*, 5 *sa* weekly, 13 weeks, direct.
Wolf Furniture Co., Cumberland (retail furniture), 5 *ne*, 10 *sa* weekly, 52 weeks, direct.
Ort's Bakery, Cumberland (Soft-Spun bread), 2 *t* weekly, direct.

KHJ Hollywood

Chapman's Ice Cream Co., Los Angeles (ice cream), 11 *sa* weekly, thru Hixson-O'Donnell Adv., Los Angeles.
Avion Inc., Vernon, Cal. (help wanted), 8 *sp* weekly, 13 weeks, thru Hixson-O'Donnell Adv., Los Angeles.
Southern Pacific Co., San Francisco (help wanted), 3 *ta* weekly, 26 weeks, thru Foote, Cone & Belding, San Francisco.

WJZ New York

Ward Baking Co., New York (Tip Top bread), 5 *ne* weekly, thru J. Walter Thompson Co., N. Y.

WHEB Portsmouth, N. H.

M & M Bakeries, Dover, N. H., 6 *sp* weekly, 12 *sa* weekly, direct.
Crawford Furriers, Boston, 12 *sa* weekly, thru Mina Lee Simon, Boston.
Fowle's News Co., Newburyport, Mass., 6 *sa* weekly, direct.
Gillette Razor Blade Co., Boston, *sp*, thru Yankee Network, Boston.
Hotel Roosevelt, N. Y., 6 *sa* weekly, thru Kelly Nason Inc., N. Y.
Johnstone Drug Sales Corp., Rochester, N. Y. (Kleenite), 6 *sa* weekly, thru Armand S. Weill, Buffalo.
J. Morrisette, Exeter, N. H. (fur buyer), 6 *sa* weekly, 13 weeks, direct.
R. J. Macartney, Haverhill, Mass. (men's wear), *sp* weekly, direct.
New England Telephone & Telegraph Co., Boston, 30 *sa*, thru Doremus & Co., Boston.
Russell-Miller Milling Co., Minneapolis (Occident flour), 3 *sp* weekly, 13 weeks, thru Campbell-Mithun, Minneapolis.
Scott Furriers, Boston, 7 *sa* weekly, 13 weeks, thru Hirshon-Garfield, Boston.

WQXR New York

Dannon Milk Products, Long Island City, N. Y. (Yogurt), 3 *sa* weekly, 13 weeks, thru Zlowe Co., N. Y.
American Express Co., New York (Travelers Cheques), 5 *sp* weekly, 13 weeks, thru Caples Co., N. Y.
Metropolitan Certified Milk Assn., weekly *sp*, 13 weeks, thru Clements Co., Philadelphia.
S. A. Schonbrunn & Co., New York (Savarin Coffee), *ta*, thru Ruthrauff & Ryan, N. Y.
Minwax Co., New York (Preen), *sa*, 13 weeks, thru R. T. O'Connel Co., N. Y.
Penick & Ford, New York (My-T-Fine Desserts), 6 *ne* weekly, 13 weeks, thru BBDO, N. Y.
Switzerland Cheese Assn., New York (institutional), weekly *ne*, 13 weeks, direct.

KECA Los Angeles

Goodyear Service Stores, Los Angeles (auto supplies), 6 *ne* weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.
National Schools, Los Angeles (instruction), 5 *ne* weekly, 52 weeks, thru Adolphe Wenland, Los Angeles
Murine Co., Chicago (Murine), 5 *ta* weekly, 13 weeks, thru BBDO, N. Y.

KMPC Beverly Hills, Cal.

Gargnana Products, San Francisco (spaghetti sauce), 3 *sp* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, Los Angeles.
McFadden Publications, New York (*True Story* magazine), 15 *ne*, thru Raymond Spector Co., N. Y.
Esquire Inc., Chicago (*Coronet*), 40 *sa*, thru Schwimmer & Scott Adv., Chicago.

CHML Hamilton

Vick Chemical Co., New York, 5 *sp* weekly, thru Morse International New York.
Cherniak's Ltd., Hamilton (department store), 5 *t* weekly, direct.
Ida Stores, Toronto (chain drug stores), *sp* weekly, thru A. McKim Ltd., Toronto.
Pepsodent Co. of Canada, Toronto (toothpaste), *sp* weekly, thru Spitzer & Mills, Toronto.
Quaker Oats Co., Peterborough, Ont. (cereals) *sp* weekly, thru Spitzer & Mills, Toronto.
Philco Corp. of Canada, Toronto, *sp* weekly, thru Sayre M. Ramsdell Associates, Philadelphia.
Dr. Jackson's Food Products, Toronto (bread), 3 *t* weekly, thru Harry E. Foster Agencies, Toronto.
Lyman Agencies, Montreal (Fellows syrup), 6 *ne* weekly, thru Ronalds Adv. Agency, Montreal.
McColl-Frontenac Oil Co., Montreal (gasoline), *sp* weekly, thru Ronalds Adv. Agency, Montreal.
Briar Crest Bible Society, Briar Crest, Sask., *sp* weekly, thru R. F. Griffith Co., Winnipeg.
Orient Hosiery Co., Montreal (ladies' hose), daily *sa*, thru Ronalds Adv. Agency, Montreal.
John Stuart Sales, Toronto (Dunhill Cigarettes), 5 *t* weekly, thru Harry E. Foster Agencies, Toronto.
Wonder Bakeries Ltd., Toronto (chain bakers), 2 *t* weekly, thru J. J. Gibbons Ltd., Toronto.
Yeast-Phos Co., Montreal (yeast), 10 *sa* weekly, thru Metropolitan Broadcasting Service, Toronto.

KYW Philadelphia

Lambert Pharmacal Co., St. Louis (Listerine Tooth Powder), 3 *sa*, 13 weeks, thru Lambert & Feasley, N. Y.
Ward Baking Co., Philadelphia (Tip Top Bread), 5 *sa* weekly, thru J. Walter Thompson, N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 3 *sa* weekly, 13 weeks, thru Young & Rubicam, N. Y.

KPAS Pasadena, Cal.

Palm Springs Land & Irrigation Co., Los Angeles (real estate), 6 *ne* weekly, thru V. G. Freitag, Los Angeles.
Helms Bakeries, Los Angeles (bakery goods), 12 *ta* weekly, 13 weeks, thru Dana Jones Co., Los Angeles.

WLIB Brooklyn

Myer Products, New York (Myers 1890 Beverage), 7 *sp* weekly, 52 weeks, thru Arthur Rosenberg Co., N. Y.
N. Y. Journal American, New York, 15 *sa* weekly, thru Federal Adv., N. Y.
Doc Greiner, New York (used cars), 21 *ne* weekly, thru Carl Calman Inc., N. Y.

Radio Advertisers

MORRIS PLAN Co. of Rhode Island on Jan. 3 began sponsorship on WEAN Providence *The Memory Song Man*, heard Monday, Wednesday and Friday 6:25-6:30 p.m. Account was placed through the Arthur Braitsch Agency.

MIDO WATCHES, New York, has named St. Georges & Keyes, New York to handle its advertising. No radio contemplated for the present.

NARCISO Munoz Soc. de Resp. Ltda., Buenos Aires, Argentina, has appointed McCann-Erickson, Buenos Aires, to handle advertising for its textile products. Firm, which specializes in the manufacture of stockings, will launch its initial campaign for Carlitos children's stockings.

BELLIN-WONDERSTOEN Co., New York, has named Kleppner Co., New York, to handle advertising for Bellin's Wonderstoen hair eraser. Spot radio will be used in conjunction with national women's publications, and more than 1,000 newspapers. Plans for radio campaign have not been completed. Product is primarily for summer use.

LEWIS CIGAR Co., Newark, will start John B. Kennedy, commentator, for ten minutes twice weekly on WJZ New York Jan. 11 on behalf of La Coronada and Seidenberg cigars. Firm has sponsored Mr. Kennedy in New York for several years. Agency is Lewis Adv., Newark.

EARL A. MEANS, vice-president of Bristol-Myers Co., New York, extensive radio user, is retiring March 1 from active direction of the company's sales, which he has supervised for 30 of his 38 years with Bristol-Myers. He has been appointed honorary chairman of the board, a new post. Succeeding Mr. Means as vice-president in charge of sales will be Joseph P. Hardie, vice-president of Pedlar, Ryan & Lusk, New York agency handling some of the B-M accounts. Mr. Hardie has worked on the B-M business for the last 13 years.

PIRRONE WINERIES Inc., Garfield, N. J., has signed for *Music a la Mood*, heard six times weekly as a half-hour program and on Sundays for a full hour on WPAT Paterson, N. J.

BATTLE PHARMACEUTICAL Co., Toronto, has started spot announcements on a number of Candian stations. Account was placed by Tandy Adv. Agency, Toronto.

NEW SCHOOL for Social Research has signed for announcements on WQXR New York to promote its adult education courses. No additional stations are planned. Business is placed through Green-Brodie, New York.

McCRAY REFRIGERATOR Co., Kendallville, Ind., has appointed Evans Associates, Chicago, to handle its advertising. Radio is contemplated.

PINAUD Inc., New York, has named Paris & Peart, New York, to handle advertising for Les Grands Parfums, New York. No radio is contemplated at present. Pinaud now promotes various products on *French Hour*, WBNX New York.

RADIO & ELECTRONICS Institute, Philadelphia, has added a sports news show on WPEN Philadelphia to interest prospective students for the service and repair school conducted in the radio and television field. Started Jan. 3 and heard Mondays thru Fridays for a quarter-hour at 6:15 p.m., the program is called *Sportlife*. Placed thru Elinor Brown Agency, Philadelphia.

FOSTER DACK Co., Toronto (Mecca ointment), has started announcements on a number of Canadian stations. Account was placed by A. J. Denne & Co., Toronto.

ADAM HATS (Canada), Toronto, has started *Star for a Night*, half-hour program featuring stars of stage and screen and amateurs picked from the studio audience, on CJBC Toronto. Account was placed by MacLaren Adv. Co., Toronto.

VENO DRUG Co. (Canada), Toronto, has started *Larry Cross Sings* transcribed program twice weekly on 12 Canadian stations. Account was placed by Atherton & Currier, Inc., Toronto.

DANNON MILK PRODUCTS, Long Island City, on Feb. 14 starts participations on Alfred J. McCann's *Pure Food Hour* on WOR New York. Because of various shortages company has abandoned for the present its original plans for a more extensive radio schedule. Agency is Zlowe Co., New York.

EDWARD G. BUDD MFG. Co., Philadelphia, is the latest war plant in the Philadelphia area scheduling a series of "classified" spot announcements on WFIL to recruit new war workers. Weekly schedule is varied and for an indefinite period, placed thru Lewis & Gilman Agency, Philadelphia.

STANDARD BRANDS, New York, has acquired stock of Shefford Cheese Co., Green Bay, Wis., subsidiary of Kingan & Co., and Strong Cobb & Co., Cleveland pharmaceutical manufacturer. Shefford will have as its president, Frank T. Lewis, former vice-president of Kingan & Co., while Charles L. Nye, general manager, who will continue in that capacity, has been elected a vice-president.

MILES LABS., Toronto, has renewed for 1944 the four-weekly transcribed quarter-hour *Lum & Abner* program. Account was placed by Cockfield Brown & Co., Toronto.

LAURA SECORD CANDY SHOPS, Toronto (chain stores), renewed Dec. 27 *Rex Battle, pianist*, on CFRB CFCF CKCO CKWS CHML CFPL, Mon. and Fri. 7:45-8 p.m. Agency: Cockfield-Brown & Co., Toronto.

J. W. BROOKS, general manager of Harris Labs., Tuckahoe, N. Y., has been elected vice-president of Bristol-Myers Co., New York, in charge of the Harris Labs. division. Raymond R. Leonard, director of personnel for the B-M Hillside plant, will assume new responsibilities as assistant to William M. Bristol Jr., vice-president in charge of production.

WILSON SPORTING GOODS Co., Chicago, effective Jan. 5, has extended its sponsorship to *Arch Ward's Sports Preview* on WGN Chicago for 41 weeks. Agency is U. S. Adv. Co., Chicago.

Schoff to New York

JAMES S. SCHOFF, present general manager and president of The Fair, Chicago department store, will resign Jan. 31 to become president of Bloomingdale's, New York department store. Hector Suyker, who has been first vice-president of The Fair for two years, becomes general manager.

GEORGE T. WRUCK, has been appointed director of advertising of the Consolidated Royal Chemical Corp., Chicago.

BELL MERCHANDISING Co. has placed its account with the Standard Adv. Agency. Radio (mail pull) will be used.

INTERNATIONAL CELLUCOTTON Products Co., Chicago (Kotex and Kleenex), has placed a large number of radio and newspaper contracts in various Latin American countries through Export Adv. Agency.

PETER HAND BREWERY, Chicago, on Jan. 4 began sponsorship of *Crime Files of Flamond*, half-hour mystery drama, on WGN Chicago. Series is presented each Tuesday night. Contract is for 52 weeks. Agency is Mitchell-Faust Adv., Chicago.

CRAWFORD CLOTHES, Philadelphia (men's clothing store), has added to its radio schedule on WPEN Philadelphia, taking over the sponsorship of Joe Dillon's *Gems of Erin* program on Mondays from 9:30 to 10 p.m. The clothing store has been carrying a schedule of four 5-minute news programs daily in addition to a quarter-hour news program weekly. Contract is for 26 weeks, placed thru Al Paul Lefton Agency, Philadelphia.

TEXAS Co., New York, on Jan. 1 renewed for 52 weeks daily quarter-hour *Texaco News Flashes* on Z-Bar Network (KGIR KPFA KRBM KGHL KFBB KGEZ KGVO. Agency is Buchanan & Co., Los Angeles.

WILSON & Co., Chicago (meat packers), has appointed Davis & Beaven Adv., Los Angeles, to handle Pacific Coast advertising for Wilson Ideal Dog Food and other products.

RAINIER BREWING Co., San Francisco, will sponsor play-by-play broadcast of the San Francisco open golf tournament at Harding Park on KLX Oakland Jan. 14-16. Sportscasters will be Cliff Johnson and Bill Guyman. Agency is Buchanan & Co., San Francisco.

TIDEWATER ASSOCIATED OIL Co., San Francisco, on Jan. 1 started sponsoring play-by-play broadcasts of the 1944 Northern California basketball conference on KLX Oakland. Bill Tobitt, sportscaster, handles the commentary. Buchanan & Co., San Francisco, has the account.

ABBOTT'S DAIRIES, Inc., Philadelphia, renewed for 1944 its present radio schedule on WFIL and KYW Philadelphia. The WFIL account covers local sponsorship of Baukhage's network news broadcasts; participation five times weekly on Anice Ives' *Everywoman's Club of the Air*, and daily spot announcements. Renewal on KWY for 52 weeks is the schedule of five station breaks a week for ice cream, and two weekly participations for milk on Ruth Welles' women's program. Agency is Richard A. Foley, Philadelphia.

FINDER'S MFG. Co., Hollywood (broilers), is sponsoring a quarter-hour thrice-weekly program *Matinee Melodies* on WAIT Chicago. Program format is "tomorrow's bright new world". Contract is direct.

BLUM'S VOGUE, Chicago (women's specialty shops) began sponsorship last week of a half-hour program *Piano Classics*, Sundays, on WAIT Chicago. Contract, placed direct, is for 13 weeks.

BREYER Ice Cream Co., Philadelphia, has signed a 52-week contract for participations on *Moonlight Saving Time*, recorded music program on WOR New York, effective Jan. 10. Agency is McKee & Albright, Philadelphia.

Simon Ackerman Charged

SIMON ACKERMAN CLOTHES Inc., New York (men's clothing), has been charged by the Federal Trade Commission with false representations in radio advertising that the officers of the firm are manufacturers and tailors, that the concern is going out of business, that its merchandise is being sold at wholesale prices, and other claims in connection with the sale of clothing. The firm is given 20 days to answer the FTC complaint.

SPONSORS
PUT THE
"OK" ON...
New Bern, North Carolina
HERE'S THE PRESENT LINE-UP!
132 SPONSORED 5-MINUTE SHOWS WEEKLY
112 SPONSORED 15-MINUTE SHOWS WEEKLY
17 SPONSORED 30-MINUTE SHOWS WEEKLY
PLUS 38 LIVE-WIRE PARTICIPATORS WEEKLY
REACH THE RICH COASTAL-CAROLINA MARKET
BY CONTACTING DIRECT - - - THE COASTAL BROADCASTING CO., INC.,
NEW BERN, NORTH CAROLINA
LOUIS N. HOWARD, Pres.

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Fourth War Loan Leads OWI Schedule; More Spots Available for Sponsorship

WITH Fourth War Loan messages receiving major emphasis under the OWI allocation schedule for the week beginning Jan. 31, radio stations and networks will send out a variety of appeals as the campaign to sell $14 billion of War Bonds enters its third week.

As in the previous week, station announcements available for sponsorship have been assigned to both the KW and OI groups of stations. With audience interest intensified through coverage obtained under the Network, National Spot, Special Events, and Special Assignment plans, the War Bond announcements, now 50 seconds in length, should prove attractive to advertisers.

Paper Salvage

Three additional subjects scheduled for the week also carry station announcements. Paper Salvage messages, carrying on from an earlier drive to conserve paper, will urge listeners to sell or donate their accumulations to dealers or local organizations to alleviate shortages at the mills.

Possible sponsors for the Paper Salvage transcriptions include food and drug chains, department stores, waste paper dealers, newspapers, laundries, dry cleaners, local industries requiring paper for packing, and general advertisers.

Car Sharing messages will urge motorists to make their cars serve the maximum number of persons as gasoline supplies during 1944 may be less than in 1943 because of military demands. Stations may find sponsors for these announcements among automobile dealers, garages, service stations, department stores, grocery chains, street car and bus companies, and cooperative markets.

Messages on the Women Marines campaign are designed to appeal to eligible women over 20 and under 36 years of age and not now working in war plants. Thousands of women are urgently needed in this branch of the women's military services. Establishments having former employes now serving in the Women Marines and institutional advertisers are regarded as suitable sponsors for this series.

Also scheduled for the week are messages on the Network Allocation Plan for Rubber Conservation, continuing this campaign for a second week, and live messages on the National Spot Plan on the Home Front Pledge drive. The former emphasizes heavy military demands for tires and manpower problems in production as factors necessitating measures to protect the life of tires.

Procter & Gamble Using Quarter-Hour of 'Sardi's'

PROCTER & GAMBLE Co., Cincinnati, one of the largest users of the daytime serial, on Jan. 31 will take over a new type of daytime program when it begins sponsorship of the 11-11:15 a.m. portion of *Breakfast at Sardi's*, heard five times weekly on BLUE. This section of the half-hour program is now sponsored by Alaska Pacific Salmon Co., Seattle, which discontinues its promotion of Minute Man soup on the series Jan. 28.

P&G will promote Crisco during its quarter-hour, while Kellogg Co., Battle Creek, will continue to sponsor the 11:15-11:30 a.m. portion for Pep. Compton Adv., New York, handles Crisco; Kenyon & Eckhardt, New York, is the Kellogg agency.

New Vimms Show

LEVER BROS., Cambridge, Mass. (Vimms), on Jan. 5 replaced *Mayor of the Town* with *Frank Sinatra Show* on 119 CBS stations, Wednesday, 9-9:30 p.m. (EWT). An MCA package deal, half-hour musical-variety also features Bert Wheeler, Minerva Pious, Vimms Vocalists and weekly film guest star. Axel Stordahl is musical director. Harlow Wilcox is announcer, with Earl Ebi producer for J. Walter Thompson Co. Ed Forman is MCA production representative. Robert Colwell, agency New York executive in charge of radio production, is in Hollywood supervising initial broadcasts.

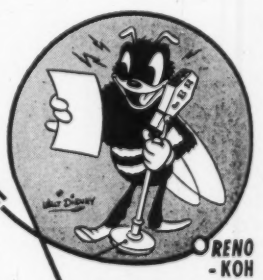
OWI PACKET, WEEK JAN. 31

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 31. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fourth War Loan	X	X	X	X	X	--	X
Paper Salvage	--	--	X	--	X	--	--
Car Sharing	--	--	--	X	X	--	--
Women Marines	X	X	X	--	--	--	--
Rubber Conservation	X	--	--	--	--	--	--
Home Front Pledge	--	--	--	--	--	X	--

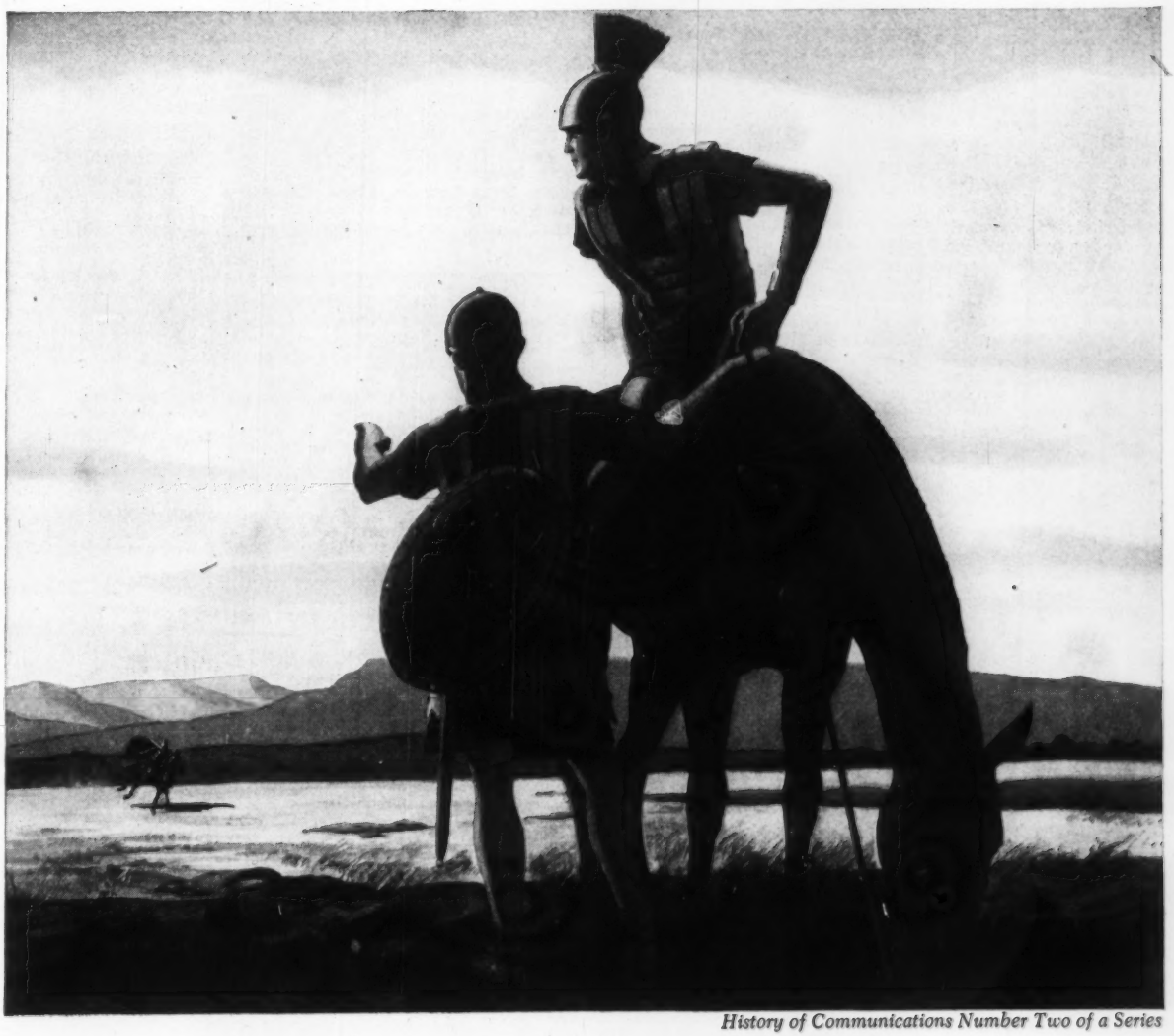
See OWI Schedule of War Messages 93 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline



Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

McClatchy Broadcasting Company
Sacramento, California



History of Communications Number Two of a Series

COMMUNICATIONS BY ROMAN POST RIDERS

In the early days of the Romans and Phoenicians the fastest means of communication was the post riders, who carried news and War dispatches from the battle front. As fleet as their horses might have been, their speed does not begin to compare with electronic voice communication. The twist of a dial and the pressing of a button—in the flash of a second the message comes through. Clear cut speech transmission with Universal microphones reduces error and expedites the delivery of the message.

Today Universal microphones and voice communication components are being used throughout the world on every battle front filling a vital need and "getting the message through."

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA •• CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

Agencies

JOHN D. FITZGERALD, former radio director of the National Assn. of Manufacturers, has joined Compton Adv., New York, as account executive on the Allis-Chalmers account. Latter company on Dec. 25 began sponsorship of the Boston Symphony Orchestra on the BLUE. Prior to his position with the NAM, Mr. Fitzgerald was sales promotion manager of Pittsburgh Glass Co.

SAMUEL B. HARRISON, account executive and plan man for Frederick Clinton Co. Adv., New York, last week joined Emil Mogul Co., New York. He will become radio director Jan. 15, when Alfred Paul Berger's resignation from this post at the agency goes into effect.

BOB PREIS, formerly advertising manager of Orange-Crush Co., Chicago, who joined Blackett-Sample-Hummert, Chicago, as publicity director in November, is promotion and merchandising publicity director with the new Dancer-Fitzgerald-Sample.

THE MARTIN ADV. Agency is now located at 15 East 40th St., New York 16, New York.

HAROLD BROWN, formerly with the *New York Herald Tribune*, and Crowell-Colliers, publishing firm, has joined J. M. Mathes Inc., New York.

WILDER BRECKENRIDGE, account executive of Kenyon & Eckhardt, New York, has been elected a vice-president.

NEIL McDONALD, formerly assistant publicity director of CBS Hollywood, has joined Earle Ferris Associates.

M. J. JACOBS Inc., New York, has moved from 1839 Broadway to 303 W. 42nd st.

Join BBDO, Minneapolis

BBDO, Minneapolis, has announced the addition of two account men and two copywriters. O. Jay Blake, former vice-president and director of the business extension division of Cramer-Krasselt Co., Milwaukee, and Arthur E. Smith, formerly of Westinghouse Electric & Mfg. Co., Pittsburgh, will be account representatives. The copywriters are John E. Martin, who has been on the copy staffs of various agencies handling General Mills products, and Earl M. Pease, former director of the copy department of the Bureau of Engraving, Minneapolis.

LOVELL MICKLES Jr. has joined Radio Programme Producers, Montreal. He was formerly manager of the Montreal office of Stovin & Wright, station representatives.

THOMAS J. LaBRUM, who resigned as assistant to the publisher of the *Philadelphia Record*, and R. Kent Hanson, former art director of the Philadelphia *Evening Ledger* and business manager of the Pittsburgh, Pa., *Post-Gazette*, have organized a new advertising agency to be known as the Hanson-LaBrum Advertising Agency, with offices at the Bonbright Building in Philadelphia. Mr. LaBrum, before joining the newspaper, was identified with the advertising agency and publicity field, operating his own agency.

DOUGLAS C. MANSON has joined the copy department of Benton & Bowles. For the past four years he has been copy chief of Paris & Peart, New York.

PETTINGELL & FENTON, New York, last week moved from 673 Fifth Ave. to 245 Park Ave. New telephone number is Eldorado 5-2685.

H. ALLEN SMITH has been appointed publicity director for Henri, Hurst & McDonald, Chicago.

WILLIAM P. LITTELL, with Ruthrauff & Ryan, Chicago, since 1922 has been named a director, and will continue as vice-president and Chicago manager.

ELLIOTT J. FARRELL, formerly in the sales promotion department of McCann-Erickson, New York, has joined Erwin, Wasey & Co., New York, as account executive.

EDWARD H. PEARSON, former creative executive in the New York and Chicago offices of Lord & Thomas, now Foote, Cone & Belding, has joined J. M. Hickerson Inc., New York, as vice-president and director of creative work.

ALAN SAVAGE has joined the radio department of Cockfield Brown & Co., Toronto. He was formerly with Ruthrauff & Ryan, Toronto.

CARROLL O'MEARA, Hollywood producer of Young & Rubicam, on CBS *Burns & Allen Show*, has been shifted from radio department to become assistant to William Blees, agency vice-president in charge of West Coast general advertising.

WILLIAM MATHEWS recently was made production manager of Philip J. Meany Co., Los Angeles. He succeeds Ray Clinton, now in the armed forces.

W. L. EYRE has joined Logan & Arnold, Los Angeles, as copywriter.

CLIFF BOLGARD, who is now associated with the media department of the Gardner Adv. Co., St. Louis, on Jan. 15 joins Young & Rubicam, Chicago, in the same capacity.

HARRY ACKERMAN, director of radio production of Young & Rubicam, New York, has been elected a stockholder in the agency. Recently joining Mr. Ackerman's staff in New York is Wesley McKee, former theatrical producer, while Ted Bliss has joined the Y & R production staff of the West Coast.

MARTIN REYNOLDS, previously with the media department of Foote, Cone & Belding, Chicago, has joined the Buchen Co., Chicago.

WILLIAM R. WILGUS, former freelance producer, has joined the radio department of J. Walter Thompson Co.

Agency Expands

ANDERSON, DAVIS & PLATTE, New York and Washington, has added four new members to its executive staff to give special service to clients in their post-war planning. Among the newcomers is Karl Knipe, one-time sales manager of CBS and previously director of the Paris office of J. Walter Thompson Co. Most recently he was sales director and publicity director of John Wanamaker, department store. Other additions include: Harold H. Thurlby, formerly economist of the General Motors overseas operation, chief of plans and procedures and most recently research consultant with the War Production Board; John E. Devine, formerly advertising manager W & L Sloane, selling agent, and Robert McCallum, art director of several Detroit agencies.

LOYAL ORDER of Moose, Mooseheart, Ill., on Jan. 9 discontinued its Mutual program *Moose Fireside Party*, after a 13 week run promoting insurance and other benefits derived from membership in the fraternity. Business was placed by L. W. Ramsey Co., Davenport, Ia.

YOU WON'T GET RICH ON RELIEF (Ky.)!

Don't count on Relief (Ky.) to take care of you in your old age. It just ain't got the capital. Safe thing to do is look out for yourself—in the Louisville Trading Area where the *big* money is. Forty-seven percent of Kentucky's population . . . fifty-seven percent of its buying power . . . *there's* your daily bread! Come and get it . . . the servings are *big* at WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

LUSK NAME ADDED TO PEDLAR & RYAN

PEDLAR & RYAN, with the election of Robert E. Lusk as executive vice-president, will change its name to Pedlar, Ryan & Lusk, Thomas L. L. Ryan, president has just announced.

Previously, Mr. Lusk was vice-president in charge of merchandising, advertising and new product

Mr. Ryan

Mr. Lusk

development for Colgate-Palmolive-Peet Co. After graduation from Yale in 1923, he entered advertising and became advertising manager for R. H. Macy & Co. Later he joined Benton & Bowles as vice-president and director, handling the General Foods accounts until 1941 when he went to the Colgate organization.

The agency, located at 250 Park Ave., New York, was founded in 1925, and the addition of Mr. Lusk's name marks the first change in the company's title. Among others, the firm handles certain accounts for the Procter & Gamble Co., Bristol-Myers Co., Sterling Products, The Borden Co., and several large stores throughout the country.

McSweeney to Pearson

JOHN McSWEENEY, timebuyer of Compton Adv., New York, on Jan. 3 joined the sales staff of the New York office of John E. Pearson Co. Before joining Compton where he bought all Procter & Gamble time on Canadian stations and placed spot campaigns domestically for P&G Ivory bar and flakes, Mr. McSweeney was space and timebuyer of Paris & Peart, New York.

Mr. McSweeney

Our Respects to

(*Continued from page 34*)

and he began planning campaigns and writing advertisements for such accounts as American Can, Metropolitan Life Insurance Co., Birds Eye Frosted Foods, American Tobacco, Cluett & Peabody, and Borden's. Upon becoming an account executive Tom was able to gain valuable administrative experience. In this capacity he was responsible for the direction and administration of all work done by Young & Rubicam on the accounts of the Gulf Oil Corp., Celanese Corp. of America, *Time* Magazine and General Foods.

While at WOR Tom managed public relations for the station and also publicity on various programs. This work had been preceded by two years of reporting for the *New York Herald-Tribune*.

Born Nov. 13, 1913 in Hartford, Tom attended grade school in Hartford. In 1927 he entered Loomis prep school in Windsor, Canada, and in 1931 he entered Dartmouth college, majoring in economics and graduating in 1935. While at Dartmouth he was active in sports, on the student government board, editor-in-chief of the *Daily Dartmouth*, a member of the Alpha Delta Phi fraternity, and other organizations.

In 1937 he married Virginia Chalmers of New York, who also had been a reporter for the *Herald-Tribune* and who then worked with him on *We the People* They have one son, Christopher Thomas. Tom's hobbies include photography, tennis, and carpentry.

Mason on Pacific Tour

FRANK E. MASON, vice-president of NBC in charge of public relations, on leave as special assistant to Secretary of the Navy Knox, arrived in Honolulu last week on a tour of the Pacific war theatre. He will be gone six to eight weeks. Mr. Mason flew to Hawaii aboard a Navy freight plane, accompanied by Ray Clapper, Scripps-Howard columnist and Mutual commentator, who is on his third transoceanic tour since the war began.

WOR Video Party

WOR NEW YORK is converting its experimental television series on W2XWV New York into an informal-party type of program, and at the same time is setting up a WOR Stock Co., made up of amateur television talent. New series, which starts Jan. 11, 8:30-9:30 p.m. on the DuMont station, is under the direction of Keith Thompson, script editor of WOR. Ed Brainard, ex-actor now on the station's continuity staff, will serve as host at the "Television Party," introducing guest personalities, and conducting games for the guests. Products made by WOR sponsors will be offered as prizes, as an experiment in display advertising.

WE Incentives

WESTERN ELECTRIC Co., New York, has amended its long-standing employes suggestion system to provide cash awards ranging from $5 to $1,000 for ideas that stimulate war production in any phase of the company's operations. Where the application of a suggestion will result in measurable savings, the award will be 10% of the savings in material and labor estimated to result during the first year's application of the suggestion. W-E employs about 80,000 communications workers in its various plants, and recently leased space in two industrial buildings in Lincoln, Neb., for war production manufacturing.

MOSES CLEAVELAND "BOUGHT" A SPOT!

Moses Cleaveland never heard of Hooper . . . but he knew how to pick a spot! Events since 1796 have proved it.

Today, centering here at the mouth of the Cuyahoga, metropolitan Cuyahoga County has more than a million mouths to feed—and heed! They voice a demand filled with the magnetism and power of $19,000,000 weekly income.

On an annual basis that's a billion dollars. It makes your Clevelandaire market a billionaire market!

It took 147 years to build this market, but you can capture it in a matter of minutes.

BASIC BLUE NETWORK

WJW 850

5000 WATTS DAY AND NIGHT

Represented Nationally by HEADLEY-REED COMPANY

FM in KANSAS CITY

KOZY

PORTER BLDG. KANSAS CITY

Everett L. Dillard, General Manager

KFEL Loses Suit Against Denver Post; Case to be Carried to Supreme Court

FOLLOWING DISMISSAL of a suit by Eugene P. O'Fallon Inc., licensee of KFEL Denver, against the *Denver Post* for alleged failure of the *Post* to list KFEL programs without charge, Harry S. Silverstein, attorney for the Denver station, announced that an appeal would be carried to the Supreme Court.

District Judge George A. Luxford, sustaining motions to dismiss filed by the newspaper, on Dec. 31 held that (1) the publication is under no duty to print the station's program log; (2) the Colorado Unfair Practices Act, under which KFEL brought suit, did not apply and (3) KFEL was not a competitor of the *Post*.

"We'll fight this through to the end," said Eugene P. O'Fallon, head of the firm bearing his name. "We feel we have a just case at common law."

Mr. Silverstein said he expected to have an appeal ready for filing with the Colorado Supreme Court within a week. Action was brought in Colorado State courts, he added, because the Colorado Unfair Practices Act deals with "commodities or services". It was understood, however, that if KFEL doesn't get satisfaction in State courts, the case probably will be filed in Federal court since Mutual, KFEL and the *Post* engage in interstate commerce.

Final outcome of the litigation, which has attracted wide attention in both radio and the newspaper professions, is expected to have far-reaching results. Similar "feuds" between stations and newspapers have flared in many cities. In some instances newspapers have ignored radio completely while in others, similar to the Denver case, newspapers have listed programs of some stations but refused to carry those of others except on a paid advertising basis.

KFEL sought to have the court enjoin the *Post* from refusing to carry the station's program listings. After two days of argument (Dec. 27-28) Judge Luxford took the case under advisement [BROADCASTING, Jan. 3]. O'Fallon Inc. sought to collect approximately $2,500 treble damages, under the Colorado Unfair Practices Act, to compensate for the payment of $798 to the *Post* for carrying certain program listings at $5 per line between Feb. 1, 1942 and March 30, 1943.

Held Discriminatory

In its daily radio log the *Post* for several years has carried program listings of KOA KLZ and KVOD, while omitting those of KFEL and KMYR. Complaint alleged that the *Post's* refusal to list KFEL programs was "discriminatory" and that its purpose was that of "eliminating KFEL as a going business concern in Colorado".

During arguments on the *Post's* motions to dismiss, Counsel Silverstein took the position that the court could not order the newspaper to print his client's radio program listings but that the court could enjoin a continuation of what he described as "a malicious, unfair and monopolistic blacklisting and boycott of Station KFEL, designed to destroy that station's business." He contended the court could order the *Post* to print all listings of network stations in Denver or to carry none except on the same basis which the *Post* carries KFEL listings—at $5 per line.

E. R. Campbell of the law firm of Brock, Akholt & Campbell, representing the defendant, contended that the KFEL suit was without legal standing, that it was an invasion of the rights of freedom of the press and would be a violation of the due process clause of both the Federal and State constitutions.

"The *Post* owes no obligation to Station KFEL," said Mr. Campbell. "It takes the position, although it does not say so in print on its radio page, that in carrying the listings of Stations KOA KLZ and KVOD it is conveying to its readers the listing of the best radio programs over Denver stations, and in doing that is printing a newspaper to please its readers. If the owners of Station KFEL disagree with that idea, then it is merely a difference of opinion and Station KFEL can carry its programs at the agreed rate of $5 per line."

DAVID IS NAMED TO NEW GE POST

W. R. DAVID has been named sales manager of broadcast equipment for the Transmitter Division of General Electric's Electronics Department, according to an announcement last week by Paul L. Chamberlain, manager of sales for the division. In his new post, Mr. David will be responsible for sales of both AM and PM broadcast equipment, with headquarters at Schenectady.

Mr. David

A Kentuckian, Mr. David graduated with a B.S. degree in mechanical engineering from the U. of Kentucky in 1919. Since that time he has been employed by GE in radio application and sales engineering work.

Mr. David is an associate member of the Institute of Radio Engineers.

LUCILLE MANNERS, star of the NBC-Cities Service Co. program, and Lt. William J. Walker, AAF, were married at the home of the bride in Short Hills, N. J., Jan. 6. Lt. Walker is a nephew of the late Col. Jacob Ruppert, and was formerly with Ruppert Breweries.

What's Ahead?

Victory in '44 and ensuing postwar activity? Or continuance of our nation's all-out war effort?

Whatever's ahead, 1944 will be a year of tremendous impetus in every field of endeavor.

The favored section of Central and South Texas is the livest market in America.

Aggressive advertisers will continue to cultivate this market in 1944 by using WOAI, which sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale!

50,000 WATTS - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

WDRC
CONNECTICUT'S PIONEER BROADCASTER

$18,050,000 FOR FEBRUARY

Sales Management's estimate of retail sales here for February shows that Hartford is still way ahead as Connecticut's Major Market! Connect in Connecticut by using WDRC in Hartford. Get all 3 on WDRC — coverage, programs, rate!

CBS

BASIC CBS, HARTFORD 4

SPONSORS SPEAK LOUDER THAN WORDS

WOV
NEW YORK

GIVE YOUR TIME TO THE MARCH OF DIMES!

OUR heartfelt thanks to the many name personalities who are giving their time and talent to the 1944 March of Dimes!

And thanks to you too for the grand job we know you'll do in spotting our transcriptions and live spots to the best possible advantage during the current campaign—January 14 to 31

Time is of the essence—and it's your time that'll do the trick! Celebrate President Roosevelt's birthday by helping the fight against infantile paralysis!

BELIEVE IT OR NOT—

We're able to offer you FRANK SINATRA singing six current favorites with Axel Stordahl's Orchestra!

A 15-minute platter of HARRY JAMES AND HIS MUSIC MAKERS with DINAH SHORE and "yours truly", DON WILSON!

On reverse side—INGRID BERGMAN and BASIL O'CONNOR!

Also minute spots by top-flight names in the field of radio, stage and sports.

BASIL O'CONNOR
President

HOWARD LONDON
Radio Director

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
ANNUAL FUND-RAISING APPEAL

120 Broadway

New York City

A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.

★

Since war was declared we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.

★

As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.

★

The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building . . . . Pittsburgh, Penna.

Flamm WPAT 50% Heard Before FCC

Question of Control Basis of Hearing on Stock Holding

QUESTION as to whether 50% interest in a station constitutes control highlighted hearings before the FCC last week on the application for the transfer of 50% of the stock of WPAT Paterson, N. J., from Frank B. Falknor and Rex Schepp to Donald Flamm, former owner of WMCA New York, now in the overseas branch of the OWI.

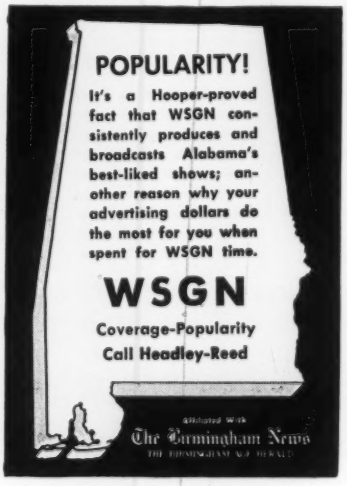
The $50,000 sale was consummated in September 1942. Mr. Flamm and Colin Ives, his personal attorney, agreed to take over the half interest of Mr. Falknor (25%), former CBS chief engineer in Chicago, now an Army Captain on duty in North Africa, and Mr. Schepp (25%), manager of WIRE Indianapolis, with Mr. Flamm holding 196 shares (49%) and Mr. Ives 4 shares (1%). Other half interest in WPAT is held by Lt. James B. Cosman (49%), Bureau of Ships of the Navy, and his wife, Elsa M. Cosman (1%).

Hearing Recessed

Appearing on the stand the first day of the hearing, now recessed until Jan. 17, were Mr. Ives and Lt. Cosman. Mr. Flamm and Mr. Schepp appeared the second day. It was learned that Sidney Flamm, now WPAT vice-president and manager, and brother of Donald Flamm, had sought association with the station before his brother had acquired interest, but had been turned down because "his price was too high". Donald Flamm, now chairman of the board, receives $200 per week as advisor to WPAT.

FCC also has questioned the reason for making of separate contracts to cover the Flamm and Ives interests. Mr. Flamm now wishes to acquire the 1% interest of Mr. Ives, and it is contended the FCC has no jurisdiction over the transaction.

Philip Handelman, of New York, partner of Mr. Ives, is appearing as Mr. Flamm's attorney at the proceeding. FCC Attorney George H. Hill is presiding as examiner and P. W. Seward as counsel.


POPULARITY!
It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.
WSGN
Coverage-Popularity
Call Headley-Reed
The Birmingham News

HELBROS WATCHES REVIVES PICK & PAT

HELBROS Watches brings back *Pick & Pat*, once starred in *Showboat*, in a new program, *Pick & Pat Time* which will be aired Tuesdays, 8:30-9 p.m. starting Jan. 18 and will include Vincent Lopez' orchestra and Mary Small, singer.

Featured with their original m.c., Tiny Ruffner, the new program will be sponsored on 12 Mutual outlets in markets where Helbros has distribution, and is available as a sustainer to other stations. Outlets included in the commercial hook-up are: WSGN KHJ KFRC KFEL WOL WNAC CKLW KWK WHK WIP WRR WGN. Agency is William H. Weintraub & Co.

While originating at WOR New York, the broadcast will not be heard on that station, which carries Noxzema Chemical Co.'s *Battle of the Boroughs* at that time.

John Alexander Named As Manager of KODY

JOHN ALEXANDER, former night supervisor of KSL Salt Lake City, was appointed manager of KODY North Platte, Neb., Jan. 1, John J. Gillin, Jr., president of WOW Omaha, owner of KODY, announced last week.

Mr. Alexander

A native of Minneapolis and graduate of Northwestern College of Speech, that city, Mr. Alexander entered radio in 1933 as a freelancer in St. Paul-Minneapolis. In 1935-36 he was program director of KGDY Huron, S. D., no longer on the air, and from 1936-38 he was program director of KGNF North Platte (now KODY). He became program director and chief announcer of KFBB Great Falls, Mont., in 1938 and two years ago joined KSL as night supervisor and announcer-producer.

During his former residence in North Platte Mr. Alexander married the former June E. Coverdell, a native of that Nebraska city. They have two sons. KODY's transmitter is located on the original ranch of Col. W. F. (Buffalo Bill) Cody, hence the change in call letters when WOW took over the station last Dec. 13 [BROADCASTING, Dec. 20].

SPONSORS SPEAK LOUDER THAN WORDS

WOV
NEW YORK

FM NET RESUMES NEW YORK OFFICE

AMERICAN NETWORK Inc., organization proposing to establish an FM network as soon as war restrictions are lifted, decided last week to reopen New York headquarters in the Lincoln Bldg. as the first step in pursuing full organization plans.

At a meeting in Chicago last Tuesday and Wednesday, presided over by John Shepard 3d, president, and attended by members of the organization's board and prospective participants in the project, plans were completed for reapplying for FM stations to be operated by the network in New York and Chicago. Headquarters in the Lincoln Bldg. will be reopened as soon as space becomes available, probably late this month.

William B. Lewis, former OWI executive and former vice-president in charge of programs of CBS, will become executive vice-president and general manager of American Network about April 1. He is now completing a nationwide program study for CBS.

Williams at 3 Million

OTIS WILLIAMS, a member of the sales staff of WOR New York for eight years, is the second account executive at the station to go over the $3,000,000 mark in total sales. George Schmidt has heretofore been the only WOR salesman to attain that goal.

EDGAR KOBAK, executive vice-president of the BLUE, on Jan. 11 will address the Advertising Club of Boston.

A GIVEAWAY SHOW to end all giveaways is Gordon Van Dover's daily session on WJJD Chicago. Every afternoon, Gordon gives away a bogus $9,000,000 to a bogus listener whose telephone number is arrived at by a complicated series of gyrations. Held aloft in his right hand is the daily consolation prize —a salami that glows in the dark.

Video Meeting

ALL OF the country's television stations have been invited to send representatives to an organization meeting of Television Broadcasters Assn., to be held in Chicago Jan. 17-18. Group would serve the television industry in much the same manner that FMBI operates for the FM broadcasters. Meeting was called by Klaus Lansberg of Television Productions Inc., operator of W6XYZ Los Angeles.

ROBERT J. LANDRY, CBS director of program writing, is the author of an article on American radio appearing in the November issue of *Transatlantic* magazine, new London publication.

HOYT AND HEALY AT WAC MEETING

PALMER HOYT, publisher of the *Portland Oregonian* and retiring domestic director of OWI, and George W. Healy Jr., managing editor of the *New Orleans Times-Picayune* and Mr. Hoyt's successor at OWI, were off-the-record speakers at a meeting of the War Advertising Council in New York last Friday.

Harold Thomas, president, Centaur Co. and acting chairman of the Council in the absence of Chester LaRoche, chairman, who is ill on the West Coast, presided. Campaigns on the Fourth War Loan drive and the campaign against venereal disease were outlined.

Questioned about Mr. LaRoche's future position with the Council, in view of his recent acquisition of BLUE Network stock and his appointment as director and chairman of the executive committee of the BLUE [BROADCASTING, Jan. 3], Council spokesmen said Mr. LaRoche is expected to continue as chairman. They pointed to the statement in the BLUE's announcement that "Mr. LaRoche's duties at the BLUE will be adjusted for the duration to enable him to meet his continuing responsibilities to the WAC" and said there had been no change from this position.

Time of Mr. LaRoche's return depends upon his recovery. It is understood offices are being prepared for him at the BLUE and that he will assume an active part in the network's management immediately upon his return to New York.

Trevor Evans Named

TREVOR EVANS, radio director of Washington State Defense Council, has been appointed to a similar post with Pacific National Adv. Agency, Seattle, according to William H. Horsley, president. Mr. Evans simultaneously took over management of Pacific Radio Productions, an affiliated organization of the agency, which produces radio programs, transcriptions and commercial motion pictures.

Mr. Evans

Frederick Named

APPOINTMENT of David Frederick as chief of the Office of Program Coordination of the OWI Domestic Branch was announced last week. Mr. Frederick succeeds Robert Ferry who resigned to become assistant director of the Branch, in charge of operations. The new OPC chief came to the OWI from the War Finance Division of the Treasury Dept. He had been editor and publisher of *Tide*.

WGAU to CBS

WGAU Athens, Ga., about Feb. 15 becomes a CBS affiliate, bringing the total number of CBS stations in United States and territories to 139. Contract was signed some months ago, but lines were not available at the time.

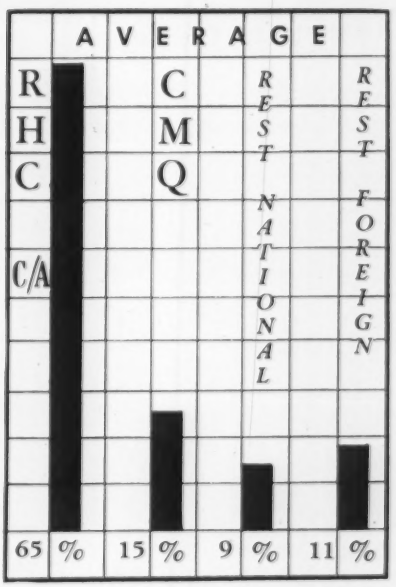
FACTS ABOUT RADIO IN CUBA

Survey Just Released Proves Dominance of RHC Cadena Azul*

Advertisers can now reach Cuba's 4,250,000 people at amazingly low rates:

Check these facts:

- ***An independent survey made by Sabates, S. A., Latin American affiliate of Procter & Gamble shows that on the average of 65% of Cuban listeners keep tuned to RHC Cadena Azul.***
- ***RHC Cadena Azul is affiliated with Columbia Broadcasting System.***
- ***RHC Cadena Azul knows how to program Cuban radio, has modern studios, complete production facilities.***



** RHC Cadena Azul is Cuba's only network. It owns and operates the 8 stations of the network.*

More information on this recently completed survey may be had on request.

For more complete information, wire, write or phone:

HUMBERTO D. GONZALEZ—U. S. Representative of RHC CADENA AZUL

220 West 42nd St. Wisconsin 7-1166 New York 18, N. Y.

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

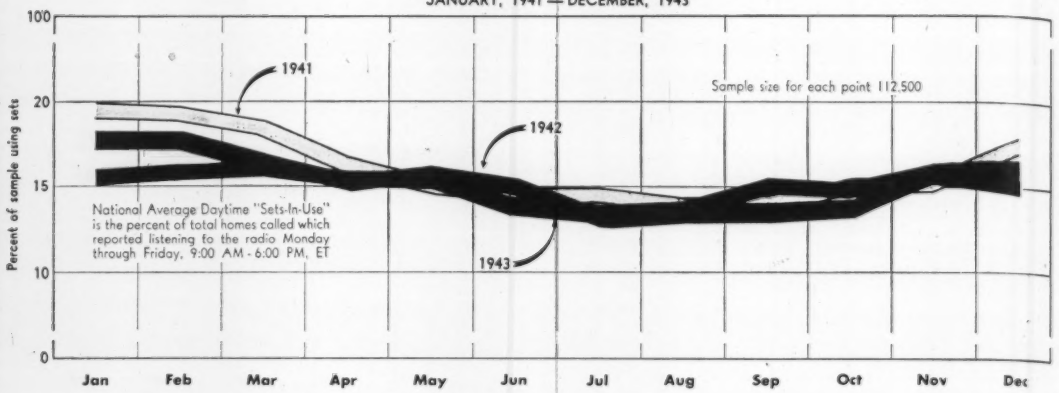
We all are in it
BUY WAR BONDS!

CHART III

Hooper National Trends

SETS-IN-USE INDEX — DAYTIME

JANUARY, 1941 — DECEMBER, 1943



Evening Listening Steady

(*Continued from page 11*)

tioning on the Eastern Seaboard was inaugurated at that time. It took another major jump in December 1942, when gasoline rationing was made nationwide. As a result, 1943 started the year with "Available Audiences" appreciably higher than in 1942. They remained higher until May. From May through October the trends for the two years resembled each other closely but after October the "Available Audience" fell below the 1943 level for the remaining two months of the year. These evening trends indicate for 1944 slightly lower trends in both "Available Audience" and "Sets-in-Use".

Daytime

The daytime conditions are represented in Charts III and IV. These charts are based on Monday through Friday data only.

Chart III shows the daytime "Sets-in-Use Index" trends. Daytime "Sets-in-Use" in 1943 started the year well below the 1942 level and, with the exception of April, remained below until July. From July through December, daytime "Sets-in-Use" were above the 1942 level.

This finding is of particular significance in view of the "Available Audience" trend shown in Chart IV, which started the year at the 1942 level but since March has been well below. That is to say daytime radio in the latter half of 1943 attracted larger audiences than in 1942 despite the fact the "Available Audiences" were appreciably lower in 1943.

It seems probable that employment in 1944 will not greatly increase above the 1943 level. Therefore, if gasoline rationing should continue throughout 1944, it seems probable that daytime "Available Audiences" during the coming year will remain at about the 1943 levels and that daytime "Sets-in-Use" will be at about the 1943 levels or slightly higher.

Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1943 and 1942 are shown in List 1 and List 2.

LIST 1

December 1943 Evening Ratings

Rank	*Program Name*	*Rating*
1.	Fibber McGee & Molly	31.8
2.	Charlie McCarthy	30.7
3.	Bob Hope	29.2
4.	Joan Davis with Jack Haley	27.0
5.	Aldrich Family	26.0
6.	Walter Winchell	25.4
7.	Jack Benny	25.3
8.	Radio Theatre	25.3
9.	Abbott & Costello	24.5
10.	Frank Morgan—Fanny Brice	23.2
11.	Mr. District Attorney	22.8
12.	Bing Crosby	22.7
13.	Screen Guild Theatre	22.4
14.	Take It or Leave It	22.1
15.	Fred Allen	20.4

LIST 2

December 1942 Evening Ratings

1.	Charlie McCarthy	36.2
2.	Bob Hope	35.4
3.	Fibber McGee & Molly	31.4
4.	Jack Benny	30.4
5.	Aldrich Family	29.5
6.	Frank Morgan—Fanny Brice	29.1
7.	Bandwagon	23.3
8.	Rudy Vallee	22.3
9.	Bing Crosby	22.0
10.	Kay Kyser	21.7
11.	Eddie Cantor	21.7
12.	Walter Winchell (Sub.)	20.7
13.	Radio Theatre	20.6
14.	Abbott and Costello	19.8
15.	One Man's Family	19.8

Ten of the programs appearing in List 2 are also found in List 1,

Hon. Joe Timlin
Schwimmer & Scott
Chicago, Ill.

Dear Joe:

Now that you're on the other side of the fence, buying instead of selling time, I'll bet you'll never have a problem selecting a station to cover Charleston and the great Kanawha Valley. If it were anybody but you, I'd spend a lot of time telling them about WCHS's 5000 on 580, our preference by the great majority of listeners in the many counties we serve, the high payrolls from the world's greatest chemical center, not to mention the over $300,000,000 retail sales transacted within WCHS's primary area. But as our former Branham representative, I'm sure you well know this story. It just makes sense that your former association will serve to lighten the load anytime you're looking for a station to produce sales in this part of W. Va. Good luck, and I'm sure we'll be hearing from you.

Regards

Yrs.
Algy

WCHS
Charleston, W. Va.

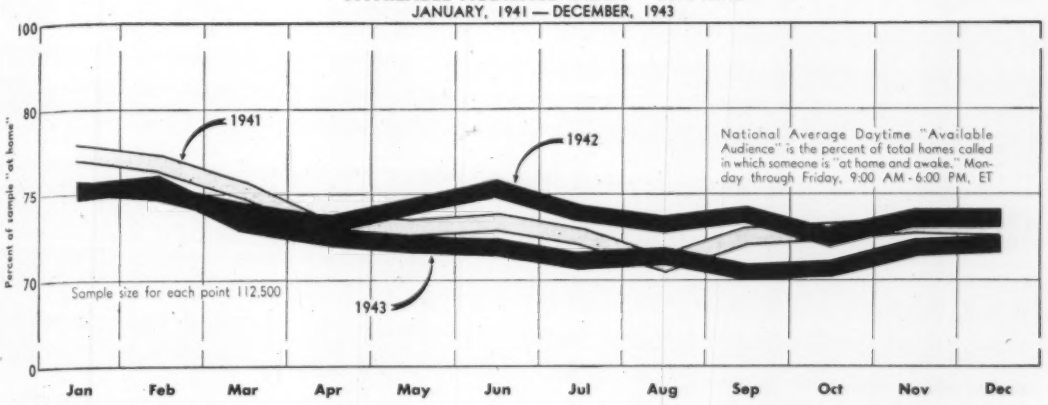
NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MARKET
MEMORABLE BETTER
BATTLE GROUNDS
GUARANTEE
5000 WATTS

CHART IV

Hooper National Trends

AVAILABLE AUDIENCE INDEX — DAYTIME

JANUARY, 1941 — DECEMBER, 1943



but five appear on the 1943 year-end list which were not on that for 1942: Joan Davis with Jack Haley, *Mr. District Attorney, Screen Guild Players, Take It Or Leave It* and Fred Allen.

Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1943 and December 1942 are shown in List 3 and List 4 respectively.

LIST 3

December 1943 Weekly Daytime Ratings

1.5	Stella Dallas	8.3
1.5	Portia Faces Life	8.3
3.5	Ma Perkins (CBS)	8.2
3.5	When A Girl Marries	8.2
5.	Young Widder Brown	8.1
6.	Big Sister	7.9
7.	Pepper Young's Family	7.8
8.	Our Gal, Sunday	7.4
9.5	Right to Happiness	7.3
9.5	Kate Smith Speaks	7.3
11.	Back Stage Wife	7.1
12.	Ma Perkins (NBC)	7.1
13.5	Helen Trent	7.0
13.5	Breakfast at Sardi's	7.0
15.5	Lorenzo Jones	6.5
15.5	Life Can Be Beautiful	6.5

LIST 4

December 1942 Weekday Daytime Ratings

1.5	Portia Faces Life	8.5
1.5	Kate Smith Speaks	8.5
3.5	Stella Dallas	8.1
3.5	Life Can Be Beautiful	8.1
5.5	Big Sister	8.0
5.5	Our Gal Sunday	8.0
7.	When A Girl Marries	7.5
8.	Right To Happiness	7.4
9.	Young Widder Brown	7.2
10.5	Vic and Sade (CBS)	7.1
10.5	Romance of Helen Trent	7.1
12.	Pepper Young's Family (NBC)	7.0
13.	Ma Perkins (NBC)	6.7
14.5	Road of Life	6.6
14.5	Ma Perkins (CBS)	6.6

List 3 contains 16 instead of 15 programs because *Lorenzo Jones* and *Life Can Be Beautiful* were tied for 15th place. Of these 16 programs, 13 were among the year-end "Top Fifteen" in 1942 as may be seen in List 4: *Back Stage Wife, Breakfast at Sardi's* and *Lorenzo Jones* appear in the 1943 list but were not among the "Top Fifteen" a year ago.

Fibber McGee Program Tops New Hooper Poll

FIRST on the list of the "First Fifteen" in the Hooper national program ratings report dated Dec. 30 1943, is *Fibber McGee & Molly*, while Bob Hope has dropped to third place. Charley McCarthy is second and the *Sealtest Show* with Joan Davis and Jack Haley is fourth. Others in order are the *Aldrich Family*, Walter Winchell, Jack Benny, *Lux Radio Theatre*, Abbott & Costello, Frank Morgan-Fanny Brice, *Mr. District Attorney*, Bing Crosby, *Take It or Leave It*, and Fred Allen.

Red Skelton leads those programs which, being broadcast after 10:30 p.m., are not measured in the eastern time zone. The report also shows the program rating average to be the highest level it has reached since March 30, 1943. The sets-in-use average, however, is down 2½%.

Dairy Renewal

AMERICAN DAIRY Assn., Chicago (dairy products), on Jan. 30 will renew its sponsorship of *The Voice of the Dairy Farmer*, quarter-hour weekly program heard Sundays at 1:45 p. m. on 30 NBC stations. It is also heard by transcription on 20 other Midwest and Pacific Coast stations. Format remains the same. Contract is for 13 weeks. Agency is Campbell-Mithun, Chicago.

Music for Workers

BELMONT RADIO Corp., Chicago, provides 2 hours and 45 minutes of music at intervals throughout the day for its employes. Varying in length, programs of music ranging from "red hot and low down" to Viennese waltzes are presented on the plant's PA system. Types of selections are based upon a knowledge of worker psychology. A daily note of inspiration in the production of war equipment is *The Star Spangled Banner*. "In the brief time we have been providing music," said Parnell S. Billings, Belmont president, "it has had a tendency to improve production and better employe morale."

"KRNT convinced our bank that radio spots pay"

reports L. Nevin Lee

"We are doubling the radio-allocation in our advertising budget for 1944," reports L. Nevin Lee, who directs advertising for the Bankers Trust Company of Des Moines. The report also states:

"Your records will show that our bank has been on the air every day with at least one spot on KRNT for the past four years.

"We realize that advertising effectiveness isn't entirely measurable with a slide rule—but we have seen traceable response from featuring certain of our departments on KRNT.

"That is one of the major reasons for increasing our KRNT expenditure this year—and adding KSO."

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

5000 Watts
570 Kc.

OHIO'S 3RD MARKET

5000 WATTS 570 KC

WKBN

YOUNGSTOWN, OHIO

Represented by: PAUL H. RAYMER CO.

WANTED

Local or Regional Station

WILL PAY CASH—PRINCIPALS ONLY

Give Location—Rough Outline of Assets—Price

BROADCASTING—BOX 675, WASHINGTON 4, D. C.

When KSTPete took our Barn Dance Gang to International Falls — some *300 miles* from the Twin Cities — for a regular Saturday night broadcast, The Falls really fell for him. So eager were folks up there to see and hear these radio favorites, they poured into town from miles around, and the gang had to do two shows that night —both to overflow crowds.

The night before, in Hinckley, they played to *twice the population* of the town. Hanging out the "S.R.O." sign when the gang leaves the Twin Cities to go visiting is nothing new. In the last three years, KSTP's Barn Dance has made personal appearances in more than 100 different Minnesota and Wisconsin towns — playing to paid attendance totalling more than 500,000. They all want the Barn Dance Gang to come back, and still another hundred towns are eagerly awaiting our first visit.

It's promotion like this that is constantly adding to KSTP's large rural audience. And these personal appearances are just *one feature* of a *continuous audience promotion campaign* which also includes:

1. Audience-building ads in 344 Minnesota country newspapers
2. Big ads in "The Farmer," reaching 147,000 Minnesota farmers
3. Full-page ads in "Land O' Lakes News," reaching 65,000 Minnesota farmers
4. "On the Minnesota Farm Front" (column by KSTP's Farm Service Director, Harry Aspleaf) published weekly by 81 country newspapers
5. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers

Resultful selling in the vital Twin Cities area — Minnesota's primary market — is what you *buy* on KSTP. This, plus no-cost coverage of the state's prosperous rural market is what you actually *get!*

50,000 WATTS Clear Channel

Exclusive NBC Affiliate for the Twin Cities

KSTP

MINNEAPOLIS . . . ST. PAUL

Represented nationally by Edward Petry and Company

STORES BUY TIME

Sears, Roebuck Latest Recruit For WMPS Memphis

MEMPHIS merchants are buying time heavily with WMPS, the newest recruit being Sears, Roebuck & Co. Store has just purchased the 7:45 a.m. quarter-hour daily, bringing to six the number of stores using WMPS for promotion.

Five other Memphis stores preceded Sears, Roebuck on the station. The John Gerber Co. aims *The Shadow* at its juvenile trade, in addition to spot announcements. Bry's promotes its merchandise with a new five-minute daily show, *Something New*. Many war efforts and patriotic messages go on for Goldsmith's. Lowenstein's sponsors *Let's Learn Spanish* along with spot announcements. And Levy's Ladies Toggery has started sponsoring *Hollywood Radio Theatre*.

Unicorn Press Plans

UNICORN PRESS, Brooklyn, now publisher of Funk & Wagnall"s encyclopedia, has named Blackstone Co., New York, to handle radio advertising. Book is now being promoted on WHN New York, on *Kid Wizards*, half-hour show. Firm plans national use of radio.

FEATURING talent which appears regularly on the programs shortwaved by CBS to Latin America, a new half-hour weekly series titled *Viva America* will start on CBS Jan. 13 as the first "longwave" show to be produced by the CBS shortwave department. Program will be heard Thursdays, 11:30 p.m.-12 midnight.

1944's

BIG NEW SHOWS

are on

WAGA

Building a larger audience and more results for WAGA advertisers

WAGA

ATLANTA

A FORT INDUSTRY STATION

5000 WATTS DAY AND NIGHT 590 KC.

National Representatives

HEADLEY-REED COMPANY

Affiliate of the Blue Network

TOAST TO THE NEW Pacific Coast Advertising Agency from radio executives and network and station representatives. Celebration honored the agency's recently completed offices at 1167 McAllister St., San Francisco. Wishing good luck are (l to r): Ed Franklin, manager of KJBS San Francisco; Don Searle, general manager of KGO San Francisco; Richard E. Goebel, president and general manager of the advertising company; and Ralph Brunton, president of KQW San Jose.

NEW RADIO DEVICE AIDS PLANES

Allied Bombers Helped in Berlin Blitz By American Scientist's Invention

A SECRET new navigation device permitting the RAF to bomb targets with precision regardless of weather conditions is revealed in an AP dispatch filed last week from Stockholm by John H. Colburn. German officials are said to be baffled by the new weapon, which is believed to be responsible for the blotting out of Berlin.

An anonymous Swedish scientist said the RAF was apparently using a radar-radio location navigation device transmitting infra-red rays which pierce fog and clouds. The scientist credited the development to Vladimir K. Zworykin, long connected with cathode ray tube research for television and other electronic purposes. Dr. Zworykin is associate research director of RCA at Camden.

The U. S. Eighth Air Force announced last month the development of secret navigation devices to permit American bombers to bomb accurately from as high as 25,000 feet through clouds or fog. Eyewitnesses of Berlin's blitz say there is remarkably little wastage of bombs, with only a small amount of overlapping as the attackers move from area to area.

WKRC-AFRA Pact

WKRC Cincinnati and the AFRA have signed a renewal contract, retroactive to Nov. 1, 1943. Pact contains standard AFRA provisions and calls for minor adjustments in salaries for some of the station's talent.

Reynolds Picked

QUENTIN REYNOLDS, reporter featured on the NBC Goodyear Tire & Rubber Co. *Salute to Youth* program which goes off the air this month, will become narrator Jan. 18 on *Report to the Nation*, sponsored on CBS by a group of electric companies. Reynolds, who recently returned from a visit to the European front, replaces Doug Edwards on the CBS Tuesday evening series. N. W. Ayer & Son is the electric companies' agency.

BRITISH COLUMBIA LAND OF OPPORTUNITY

Leading By Every Survey

CJOR

VANCOUVER, CANADA

J. H. McGILLVRA (U.S.)

H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

Religious Renewals

THREE RELIGIOUS institutions have signed 52-week renewal contracts with WHN New York for Sunday programs totalling 2¾ hours in time. Radio Bible Class, Detroit renewed a program of the same name, 10-10:30 a.m. Jan. 2, when it also renewed the broadcasts on 170 Mutual stations. Repeat of *Voice of Prophecy*, another Mutual religious series for which WHN is the New York outlet, has been renewed on WHN, 6:30-7 p.m. through George C. Hoskin Associates, Chicago, effective Jan. 30. Calvary Baptist Church, New York, effective Jan. 2, renewed the 11:30-12:30 a.m. and the 8-8:45 p.m. periods, placing business direct.

Signed for Films

BOB BURNS, star of the NBC *Arkansas Traveler*, has been signed by Spitz-Goetz International Pictures for a featured spot in "Belle of the Yukon". Dick Haymes, featured on the weekly BLUE *Here's to Romance*, has been assigned male lead in the 20th Century-Fox film, "When Irish Eyes Are Smiling", which starts production in February. His first film, "Four Jills and a Jeep" was recently completed by that studio.

Second NAM Booklet

NATIONAL ASSN. OF MFRS. has released the second report of its post-war committee in the form of a 95-page booklet on domestic and international issues. The report represents a cross section of American business opinion after two years of study by a group of 150, headed by Wilfred Sykes, president of Inland Steel Co., Chicago.

Radio Men Named To Key War Posts

Col. Macy and Lt. Col. Warner Are Given Promotions

WITH the return to the air a fortnight ago of Lt. Col. Albert L. Warner whose voice is familiar to millions of radio news followers, it was disclosed that three prominent radio men have been named to key posts in the War Dept. Bureau of Public Relations.

Col. Warner, former chief of the CBS Washington news bureau, has succeeded Col. R. Ernest Dupuy as voice of the War Dept. on the official Army Review of the Week on

Col. Macy

Col. Warner

the War Dept. *Army Hour* over NBC (3:30-4:30 p.m. Sundays). At the same time it was revealed that Col. Warner had been appointed chief of the Bureau's Press Branch, succeeding Col. J. Noel Macy, president of the Westchester Broadcasting Corp., licensee of WFAS White Plains, N. Y.

Macy Succeeds Dupuy

Col. Macy moved up to the post of chief of the Bureau's News Division, succeeding Col. Dupuy, who is on overseas assignment. Previous to his Press Branch post Col. Macy was executive officer to Col. Dupuy. On his appointment as chief of the News Division, which embraces the Press, Radio, Pictorial and Analysis Branches, Col. Macy named as his executive officer Capt. Frank W. Mayborn, president of Bell Broadcasting Co., licensee of KTEM Temple, Tex. Both Col. Macy and Capt. Mayborn are also newspaper publishers.

Prior to joining CBS Washington, Col. Warner was chief of the New York *Herald-Tribune* Washington bureau. As head of the CBS Washington news bureau for three years he was heard daily in newscasts from the nation's capital. Taking a leave of absence in 1942, Col. Warner entered the Army as a major on July 2 that year and was appointed to the War Intelligence Branch, which issued communiques. Prior to his Press Branch appointment Col. Warner was chief of the War Branch, War Intelligence Division. At the moment Capt. Robert Menaugh, former superintendent of the House Radio Gallery, is acting chief of the War Branch.

Col. Macy went to the War Dept. with the rank of captain early in 1941 to become executive officer of the old Planning and Liaison Branch, of which Col. Dupuy was chief. When the Women's Auxiliary Army Corps was organized in early 1942 Col. Macy was temporary executive officer to Col. Oveta Culp Hobby.

Maj. Frank Pellegrin of the Radio Branch has arrived in Algiers, relieving Capt. Albert Wharfield, who is enroute to Washington for reassignment to the Radio Branch. Maj. Pellegrin formerly was director of broadcast advertising of NAB. Capt. Wharfield was with C. E. Hooper Inc., New York.

Capt. Eddie Byron, veteran radio producer and owner of *Mr. District Attorney*, also on duty with the Radio Branch, has returned to the country from the Southwest Pacific war theatre.

Maj. Brooks Watson, former program director of WMBD Peoria, and Maj. Howard Nusbaum, former NBC producer, are on duty in London as Radio Branch officers.

Lt. Col. William Slater, former NBC sportscaster, has been assigned to the Radio Branch in charge of planning and service.

Semper Paratus

SERVICE with a song is the style of M. D. (Doc) Morris of the sales staff of WAAT Newark. While visiting a Staten Island night club, whose account he services, Doc found the vocalist hadn't arrived. It was 15 minutes before air time, and the sponsor was about to have a stroke. So Doc went into a huddle with the band leader and came out with an arrangement of "White Christmas"—with Doc doing the vocals. The day was saved.

Blue Arranges Poll

THE BLUE has arranged with Opinion Research Corp., Princeton, N. J., to conduct special polls of public opinion on post-war policies. The findings will be broadcast in a new half-hour series starting Jan. 17. Announcement of the results will be followed by analyses by commentators and political leaders. Subject of the first of the series, which is titled *America Looks Ahead*, will be "Attitudes Toward Participation in an Organization of Nations, and the Amount of Power which America Should Have in Such an Organization".

Roth Returns to WJR

EXPANDING its personnel for development of local programming, WJR Detroit has added three members to its staff. Honorably discharged from the Army Air Corps, Herschell Roth has returned to the Detroit station. Prior to his enlistment, he had been in the sales department. In the news department, Howard Lewis, from the CBS central news staff in Chicago has taken over two morning newscasts. He formerly did news and sports programs on WMAM Marinette, Wis., WHBY Appleton, Wis., WHA Madison, and WHBF Rock Island, Ill. In 1941 he joined the radio division of UP in Chicago and later became radio news editor for Indiana and Kentucky. Wallace Lancton has joined the production department, coming from BLUE in New York.

Mr. Roth

Fij-Oil Spots

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil shampoo), with addition Jan. 2 of sponsorship on WENR Chicago of 14 spot announcements weekly, now has spot announcements carried on WCFL WAIT WGN Chicago, and WIBC Indianapolis. WENR contract is for 52 weeks. Agency is Malcolm-Howard Adv., Chicago.

The TEXAS RANGERS now

Selling FLOUR on KARK Little Rock

...also selling many other products on many other stations.

George E. Holley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

On the time-buyer's slate

W-H-I-O spells Dayton

THE easiest, quickest, most economical way to influence this market—and it's rich in both war and peace—is through the station that has the biggest and most loyal audience. That's WHIO—as any Daytonian will tell you.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

6th Food in Sales

in 16 Midwestern Metropolitan Districts*

1.	Chicago	$363,972,000
2.	St. Louis	111,730,000
3.	Kansas City	49,703,000
4.	Omaha	28,449,000
5.	Peoria	16,062,000
6.	**TRI CITIES**	**16,040,000**
7.	Des Moines	15,554,000
8.	Rockford, Ill.	9,373,000
9.	Lincoln, Neb.	8,301,000
10.	Springfield, Ill.	8,289,000
11.	Sioux City, Iowa	8,265,000
12.	Waterloo, Iowa	6,690,000
13.	Decatur, Ill.	6,508,000
14.	Cedar Rapids, Iowa	6,184,000
15.	St. Joseph, Mo.	6,108,000
16.	Springfield, Mo.	5,263,000

*1940 Census

More than 200,000 mouths to feed in the Tri-Cities; Rock Island, Moline and Davenport plus the 8 other cities and towns making up this Metropolitan District. Sell them through—

WHBF

5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

Press Ownership

(*Continued from page 9*)

each case on its individual merits, except in cities where there may be only one newspaper and one station. In such situations, it was thought a policy eventually barring these so-called "local monoplies" might be desirable.

The FCC majority originally had drafted a ponderous report on the newspaper situation whereby the principle of diversification of control would have been established. This, however, was whittled down to a proposed finding of several pages. Then, it is understood, it was tentatively agreed to issue a simple press release setting forth the proposed new policy wherein newspaper ownership would be considered "an element". Evidently because of the potency of the Craven arguments, and the Congressional reaction, it was finally decided on Dec. 30 to postpone action indefinitely.

If the FCC should decide to establish a policy viewed as discriminating against newspaper ownership, it is expected the White-Wheeler Bill will be written to enjoin the FCC from enforcing it, by specific provision against discrimination among classes of licensees. Such a view has been expressed by Senator White (R-Me.) acting minority leader and co-author of the White-Wheeler Bill. Chairman Wheeler (D-Mont.) is believed to be similarly disposed.

NEWS POLICY was discussed by this group of officials and newscasters following signing by the *San Francisco Chronicle* for eight 10-minute *Time Clock* newscasts daily on KYA San Francisco. Huddling are (l to r): William H. Brown, station editor-in-chief; Albert Clive, Lewis Jackson, newscasters; Don Fedderson, KYA general manager; John T. Smith, newscaster; Jack William, program director; H. B. Rossen, writer.

KSTP Will Inaugurate Minneapolis' Radio City

OPENING OF a new entertainment project in Minneapolis, to be known as "Radio City", was announced last week by Stanley E. Hubbard, president of KSTP St. Paul, and John J. Friedl, head of the Minnesota Amusement Co. The new center, to be opened March 2, will embrace the old Minnesota Theatre and the Minneapolis facilities of KSTP.

Plans include remodeling of space to provide three studios. One 57-foot studio will seat 350, and will be equipped to show motion pictures. Arrangements are being made for broadcasts at regular intervals, according to Mr. Hubbard, who says the theatre will operate on a straight motion picture policy, but with a sufficiently elastic schedule to take care of any extra attractions which might become available.

ACA Renewals

BROADCAST division of American Communications Assn., has renewed collective bargaining agreements with WBNX New York, these contracts to be submitted for approval to the War Labor Board. Calling for substantial increases and new top scales, the contract with WBNX provides for a maximum $60 per week salary, while at WNEW the scale reaches $80 for supervisors with a semi-annual increase of $2.50 for engineers and $3 for supervisors.

TRAMMELL LAUDS RADIO'S WAR ROLE

"NO WRITING of the history of this war will be complete without some recognition of the part played by the press and radio," Niles Trammell, president of NBC, stated in a yearend statement issued last week.

In praise of "these two great mediums of free speech", Mr. Trammell said: "Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unstintingly and unselfishly to the job facing us at the home front.

"Television taxes the imagination and challenges our ingenuity as nothing else has since the days of Marconi. Today broadcasting is in its swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment."

Flyer Missing

PILOT OFFICER Norman Alexander Allen, 23, Toronto, is presumed dead in the latest Royal Canadian Air Force casualty list. He was an observer in the ferry command. Prior to enlistment two years ago he was announcer of CFCO Chatham, Ont. He was first reported missing in November 1942.

A NEW NAME FOR ROSEMARY!

Courtship is a time for pretty speeches, tender glances, soft pressures of the hand. Lovers talk the language of flowers—full of sweet nuances. Every flower has a special meaning—like "Rosemary for Remembrance."

Remembrance—that's what *you* want for your product. Don't let it drop out of sight during the years that it's temporarily off the market. And radio is the ideal medium for your "reminder" campaign. In business, it's "Radio for Remembrance."

In Canada, CFRB reaches the largest share of the richest market. Half the leading sponsored programmes in a key area, fed by three stations, are broadcast over CFRB.

CFRB

TORONTO

KDKA

COMMISSION SALES POLICY IS ADOPTED

A UNIFORM policy governing earnings of commission salesman under the stabilization program during 1944 was authorized last week by Judge Fred M. Vinson, Director of Economic Stabilization. Judge Vinson's action directs the Commissioner of Internal Revenue to apply the same stabilization rule to commission earnings which is now applied by the National War Labor Board.

Under the WLB rule applicable to commission salesmen earning less than $5,000 a year, no approval for any increase or decrease in annual earnings is required so long as the commission rate on the individual transaction is not changed. Any change in rate or shift from salary to commission basis requires approval of the CIR or WLB, depending on which agency has jurisdiction.

The OES explained that its action involves no change in the stabilization policy on salesmen's own sales but "unifies the principles to be administered in 1944 not only for direct commissions, but as well for compensation based on a percentage of the sales of others, a percentage of profits and other like arrangements".

The OES recalled that although regulations were issued by the CIR on Sept. 4, 1943 to limit total commission earnings to those of the previous year, the regulation respecting commissions on the salesmen's own sales was suspended. That suspension harmonized the rule with respect to direct commissions, it was declared.

On Loan Committee

FOUR well known radio and advertising people have been added to the publicity staff of the Massachusetts War Finance committee, for the Fourth War Loan Drive, it has been announced by Marjorie L. Spriggs, director of publicity for that state. Lawrence Flynn, public relations director of WMEX Boston, and John C. Dowd, president of the Boston Adv. Agency, will work on retail promotion. David H. Harris, program manager of WTAG Worcester, will handle radio and special events. Hugh R. MacLennan, of the advertising department of the Jordan Marsh Co., Boston department store, will work with Miss Spriggs on the overall program.

Rainier Renews

RAINIER BREWING Co., San Francisco, for the second consecutive year on Jan. 1 renewed for 52 weeks its daily spot announcement schedule on 23 West Coast stations. List includes KGO KFRC KHJ KNX KFBK KMJ KFRE KGB KERN KPMC KWG KFDM KOH KVEC KVOE KFXM KDB KIEM KDON KHSL KYOS KVCV KMYC. Agency is Buchanan & Co., Los Angeles.

Post War Radio Changes Previewed in G-E Book

GENERAL ELECTRIC describes the three changes in broadcasting —FM, AM, and television—to follow the war in a booklet "Radio Broadcasting Post-War". Complete with photographic montages and a double-spread map on FM, the book begins with the story of FM in a short resume of its past, and its present, and future plans. G-E gives reasons "why every broadcaster should seriously consider FM now" and tells how to obtain it.

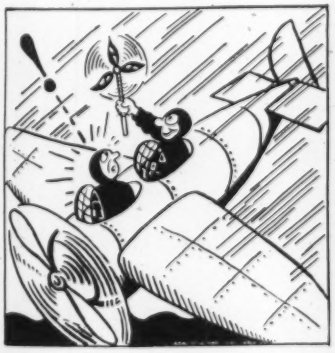
The second section deals with AM broadcasting post-war, previewing its expansion, especially in connection with the use of G-E equipment. A television booklet is to follow. The back cover is given over to military radio and the firm's part in it. Attached to the book are a pamphlet and reservation form for the G-E equipment reservation plan through the use of War Bonds for post-war equipment.

Pharmaco to R. & R.

PHARMACO Inc., Newark, has appointed Ruthrauff & Ryan, New York, to handle all advertising for its Feen-a-mint, promoted on Mutual on the *Double or Nothing* weekly quiz program. Wm. Esty & Co., New York, resigned the account the first of this year. According to R&R, no changes in the radio advertising are contemplated for the present.

Charles E. Greenfield

CHARLES E. GREENFIELD, 69, of San Francisco, manager of the Pacific Coast Division of O'Mara & Ormsbee, died December 31 of a heart ailment. Mr. Greenfield had been with the firm 25 years.



"Just like WFDF Flint said—'t sure is fun to be a Junior Cadet!"

GENNETT • SPEEDY-Q
Sound Effect Records
LARGEST LIBRARY IN THE WORLD
All $2.00 Each
INCLUDING LATEST ACTUAL WARFARE EFFECTS
IMMEDIATE DELIVERIES
Order From Nearest Office
CHARLES MICHELSON
New York, N. Y.
67 W. 44th St.
STARR PIANO CO. Richmond, Ind. So. 1st and B Sts.
STARR PIANO CO. Los Angeles, Cal. 1344 So. Flower St

"Direct Line to Berlin!"

No wonder the Fuehrer is furious! The big squeeze is on, and from North . . . South . . . East . . . and West come the sound of airplane motors and marching feet. Yes, Radio communications have established a direct line to Berlin. From the white cliffs of Dover to the white beaches of the Mediterranean . . . wartime radio unites the Allied forces into a single striking force that spells disaster for Adolph and all he represents.

Producing transmitters, tuning and control units, amplifiers and remote equipment for the Army and Navy is Gates' present responsibility to the war effort. When Victory comes, our expanded facilities and engineering experience will be applied to your communications needs . . . in the form of equipment produced at lower cost, with greater performance and lower maintenance expense . . .

in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates
RADIO AND SUPPLY CO.
QUINCY, ILLINOIS, U. S. A.
Manufacturing Engineers Since 1922

Western Electric

The nation's largest producer of electronic and communications equipment for war.

Hoyt, Retiring From OWI, Urges Plans For Invasion Include Full News Reports

URGING that plans for the forthcoming invasion of the European continent include arrangements for speedy and accurate news reports of the operation, Palmer Hoyt relinquished his post last week as OWI Domestic Director after six months in Government service. George Healy Jr., managing editor of the *New Orleans Times-Picayune*, was sworn in as his successor.

Mr. Hoyt returns to his duties as editor and publisher of the *Portland Oregonian* (KGW - KEX) which had granted him leave to assume the OWI office.

In a farewell press conference, Mr. Hoyt told reporters that he was more convinced than ever of the importance of the OWI domestic operation. He reiterated the conviction he expressed the previous week before the Sales Executive Club in New York that the Domestic Branch is performing a vital war function (BROADCASTING, Jan. 3).

Tarawa News Praised

Mr. Hoyt reported that progress had been made in getting out more news of military and naval operations. He praised the Marine Corps arrangements for news coverage of the Tarawa and New Britain landings. Tarawa had "the greatest coverage in the history of war", he said.

Mr. Hoyt advocated that provisions for giving the public the news be incorporated into invasion preparations. "Unless the arrangements to provide the news of battle are built into the battle plans," he said, "the people are not going to get the story."

Mr. Hoyt's contributions toward providing more complete war news brought editorial tribute Wednesday from the *Washington Post*. Noting "a liberalization of the Navy's news policies" in the stories from Tarawa and recognition by the Army "that the American people have a legitimate interest in casualties," the *Post* declares that "Mr. Hoyt can go home with the satisfaction of having started the ball rolling in an extremely useful direction."

Mr. Healy lost no time in familiarizing himself with the work of the Domestic Branch. On Thursday he visited the offices of the Radio Bureau and showed much interest in its operations. He stated that he plans to meet with the Radio News & Policy Committee, formed by his predecessor, in the near future.

The new Domestic Director is completely in accord with Mr. Hoyt on the need for realistic coverage of military operations and indicated his intention of carrying on his predecessor's activities in that direction.

VET JOINS WINX

Ernest Simon, Twice Wounded, Served with British

TWICE WOUNDED in action and once reported missing in North Africa, Ernest Simon, native of Washington and former vaudeville comedian, has returned to the nation's capitol to join WINX as announcer. He conducts *Simonized Syncopation* at 7:05 p.m. daily.

Rejected by the U. S. Army for physical reasons, Simon joined the British Army as liaison officer and spent 17 months overseas. He was one of the few Americans to accompany Gen. Sir Bernard L. Montgomery on his sweep from El Alamein to Sicily.

In the Mareth line Mr. Simon was wounded by shrapnel when the car in which he was riding drove over a mine. His second wound, received in Sicily, also resulted from a mine. For a time he served with the French in the Tunisian campaign under Gen. Le Clerc. He was awarded the French Colonial medal for gallantry in action.

Before entering the British service Mr. Simon was a member of a comedy team, playing night clubs and vaudeville.

WHDF to Blue

WHDF Calumet, Mich., on Jan. 3 affiliated with the BLUE as a member of the Michigan Network. Owned by Upper Michigan Broadcasting Co., and operating with 250 w on 14 kc, the new affiliate brings BLUE station members to a total of 175. The Michigan Network now comprises 11 stations.

OWI Installs Two New Shortwave Transmitters

TWO 50 kw shortwave transmitters, WOOC and WOOW, installed by the Office of War Information as an expansion of its American international broadcasting facilities began operations Dec. 31, as announced last week by E. K. Cohan, CBS director of engineering. The two transmitters comprise the first new international broadcasting plant to be opened under the expansion program of the interdepartmental planning committee of the FCC, OWI and CIAA with construction and installation expenses to be paid for by the Government.

Work on the transmitters began last July near Wayne, N. J., site formerly occupied by the transmitter of WABC, CBS key station. CBS is operating WOOC and WOOW with Guy C. Hutcheson as the engineer in charge.

According to the OWI, hours of operation of the transmitters will be increased to 20 hours daily by Feb. 1, the current schedule consisting of 16 hours daily starting at 10:45 a.m. Programs are beamed to Europe in English, German, Italian, French, Spanish and other tongues. One result of the new plant will be increased coverage for Algiers and the Italian area, an OWI spokesman pointed out, adding that WOOC and WOOW will also be able to send OWI programs into the Balkan States on a much better coverage basis than has heretofore been possible.

Morris Joins Agency

CLAUDE MORRIS has joined the production and radio department of the Walker & Downing Advertising Agency, Pittsburgh. He resigned his position with KDKA, Westinghouse station in Pittsburgh, to take the new post. He went with KDKA in 1929, then left in 1933 for a position with the Compton Advertising Agency. In 1941 he returned to KDKA. Everett Neill, a veteran of eight years in local stations as program manager, announcer and entertainer, succeeds Morris.

Mr. Morris

'Coronet' on Blue

ESQUIRE Inc., Chicago (*Coronet*), on Jan. 24 begins sponsorship of 73 BLUE network stations Mondays through Fridays at 9:55-10 p.m. of *Out of This World*, short, short stories dramatized, and on Saturdays, 9:55-10 p.m., of the *Coronet Quick Quiz*, a new type of question program. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

THE *SS Frank C. Cuhel*, Liberty Ship named in honor of the Mutual correspondent who died in the Lisbon Clipper crash last year, will be launched at the Permanente Shipyards, Richmond, Cal., Jan. 13.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

WAIR
Winston-Salem, North Carolina

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
FOR OCTOBER & NOVEMBER, 1943

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	12.6	29.9	32.2	24.1
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.0	34.9	22.9	13.0
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	43.0	12.8	33.5	9.4

... and maybe you don't think WE'RE PROUD OF IT!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith · National Representatives

SHOP TALK WAS BARRED when agency and station executives gathered around the round table for a luncheon session sparked with Quaker City hospitality. The occasion was the visit of two account executives of the Russel M. Seeds Agency, Chicago, to KYW Philadelphia. The visiting agency executives were June Rollinson and Hub Jackson. Around the table are (l to r): Gordon Hawkins, program supervisor for the Westinghouse Radio Stations Inc.; Leslie Joy, general manager of KYW; Mr. Jackson; Miss Rollinson; Lee Wailes, general manager of WRS; Jack deRussy, sales manager, KYW; B. A. McDonald, WRS sales manager.

WPB to Reduce Mica Allocations in 1944

ALLOCATIONS of good stained and better quality mica for capacitor manufacture during 1944 have been cut to 85% of the average consumption during the first nine months of 1943, the WPB announced last week. Mica requirements over the 85% allowance must be obtained from lower qualities, officials pointed out.

The supply situation, which has become progressively worse in the past few months, may deteriorate still further with the result that allocations may be cut to even less than the 85% of the basic period set.

Critical mica is a non-metallic mineral which is split into extremely thin film and used for capacitors (condensed) in radio magnetos.

ALUMINUM SUPPLY FOR DISCS SEEN

CONSIDERATION was given by the WPB last week to early release of enough aluminum to resume manufacture of professional recording blanks for broadcasting and recording studios. Glass or compressed paper is now used as a base. The blanks are coated with cellulose nitrate.

Approximately 100,000 such blanks are required each month by the sound recording business, according to a recent survey by the WPB. Aluminum blanks are unbreakable, lighter than glass and more durable than either glass or compressed paper.

Possibility of action to relieve the Vinylite shortage was not so bright, however. The WPB has not allotted any of this transcription material to the industry for more than six months. While Vinylite production is up, almost 100% of the supply goes to war activities.

Even if metals become available for temporary production of consumers goods, it was indicated at the WPB, shortage of labor and other war difficulties may prevent manufacture of large quantities.

The one bright spot in disc production is that additional quantities of shellac for phonograph records will be allocated for the first quarter, the Chemicals Bureau of the WPB announced. Phonograph record manufacturers will be allocated 50% of the shellac used in the first quarter of 1941. In the fourth quarter of 1943 disc manufacturers were allotted only 20% of their consumption in the same period in 1941.

Tubes Authorized

PRODUCTION and distribution of specific types and quantities of tubes for household receivers was authorized in a WPB directive to tube manufacturers last week. Production is limited to those tubes most urgently wanted, as disclosed in NAB's tube survey of some months ago [BROADCASTING, Dec. 27, p. 16]. Just when these tubes would definitely reach distributors in quantity, no one in Washington would say last week. While WPB's Radio & Radar Division thinks outlets will be served by February 1, the trade feels it will be later.

WCOU Transfer Granted

CONSENT was granted by the FCC last week for the involuntary transfer of the control of WCOU Lewiston, Me., from Jean B. Couture, deceased, to his son, Faust O. Couture. No money was involved. Clara Couture, widow, was executrix.

KWTO-KGBK Request FCC Approval of Swap

CONSISTENT with the FCC ruling against multiple ownership, application last week was made by KWTO Springfield, Mo., for acquisition of control of Ozarks Broadcasting Co., licensee, by Lester Cox, Ralph D. Foster, C. Arthur Johnson, and L. M. Magruder through the purchase of 500 shares of common stock for $100,000 from the Springfield Newspapers Inc., H. S. Jewell, T. W. Duval, Tams Bixby Jr., and Jeanne Bixby. KGBK Springfield simultaneously filed an application for acquisition of control of Springfield Broadcasting Co., licensee, by Springfield Newspapers Inc. from the relinquishing party in the first application. This deal involves the purchase of 250 shares of common stock for $25,000.

Upon approval of the transfers of control by the FCC the interest holdings in the two stations would be as follows: KWTO-Mr. Cox, 472 shares (47.2%); Mr. Foster, 338 shares; Mr. Foster, 338 shares; Mr. Johnson, 162 shares; Mr. Magruder, 28 shares; KGBK-Springfield Newspapers, 496 shares (99.2%); Messers. Jewell, Duvall, Bixby and Jeanne Bixby, 1 share.

FM Audience Study Shows Preference

Tonal Quality, Static Lack Are Found Main Factors

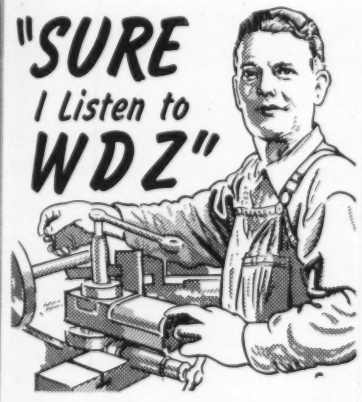
OPINIONS of FM set-owners in four key FM centers point to a definite preference for FM over AM because of the former's superior tonal quality and lack of static, according to a survey conducted last fall by Maxon Inc., New York, and released by W47NY, the Muzak FM station in New York.

Persons owning FM sets in New York, Philadelphia, Milwaukee and Detroit were questioned, with men making up the majority of replies with an average of 88% of the returns from the four cities.

Why They Like FM

Queried as to why they had purchased their FM sets, those replying gave "superior tonal quality" as the chief reason, followed by suppression of static by FM, superior programming, and a desire for "the newest in radio". In all four cities, the majority of replies stated a preference for FM in answer to the query "if your favorite program should be on FM as well as AM, which band would you tune in?"

In New York, 29% of those replying to the questionnaire stated they listened to FM three to four hours daily, while in the other three cities the majority tuned in to FM programs less than two hours daily. Most popular type of program was the semi-classical in both New York and Milwaukee, symphonic in Philadelphia, and in Detroit the preference was divided between classical, popular and news programs. Leading the occupations of family heads answering the FM queries were office worker, engineer and technician, skilled labor and professional, respectively.



Folks who work with their hands . . . *prosperous* factory and farm families who make up more than 70% of the buying market . . . these are the ones who have listened and *lived* with WDZ for 23 years.

Having learned how to touch the heartstrings of these impressionable folks, the result has been VOLUME RESPONSE. Scores of advertisers, largest to smallest, have tried and marveled at WDZ's pure "Directional Programming". Why not feel this pull yourself —at exceedingly moderate WDZ rates? Write . . .

HOWARD H. WILSON CO., Representatives
New York, Chicago, San Francisco, Hollywood, Seattle

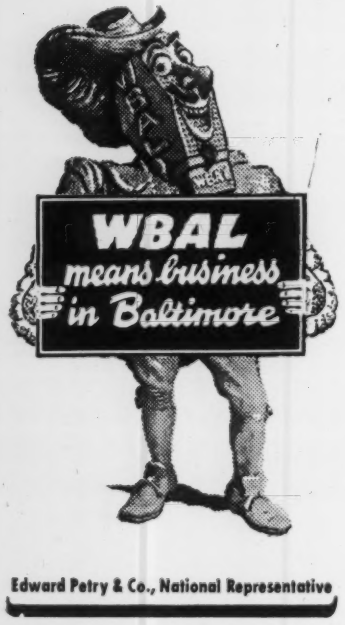
WDZ 1000 WATTS TUSCOLA, ILLINOIS

WWL NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

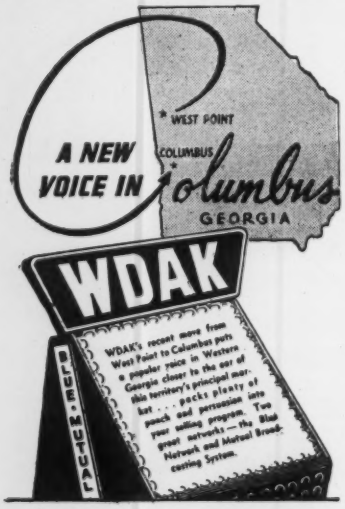
Where the West really is - it's -
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, *Owner* Val Lawrence, *Manager*
HOWARD H. WILSON CO.
National Representatives

WING
Dayton, Ohio
The Overwhelming Preference by Local Merchants *Proves* WING is doing the job in Dayton
Basic Blue 5000 Watts
Ronald B. Woodyard Exec. Vice President
WEED & CO... National Representatives

WANTED
Thoroughly experienced announcer for a permanent position with an aggressive NBC station. Send photograph and audition disc with first letter. Good opportunity for a good man. Write—
KDYL
Salt Lake City



Edward Petry & Co., National Representative



Headley-Reed, National Representative

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

Radio Loses Early Ham In Death of Sam Curtis

WITH THE death of Sam Curtis last week, radio lost one of its early pioneers. Curtis, a former chief engineer of WNAC Boston, was a licensed radio operator in 1912.

Curtis joined the Yankee Network in the early days, and in 1923 was made chief engineer in the control room of WNAC. He was also radio editor of the *Boston American* in the days when that meant answering technical questions in addition to getting up the log of daily programs.

The story is still told of how Sam Curtis, one of radio's outstanding hams, used to carry a portable two-way transmitter in his derby, using an umbrella for his antenna.

A radio gunner with the Navy in World War I, Curtis was a member of Post 95, American Legion. For the past two years he had done radio work for American Airlines in Brazil.

NBC Scholarships to UCLA

UNIVERSITY of California has accepted two scholarships offered by NBC as announced last week by Sidney Strotz, NBC vice-president, and Jennings Pierce, manager of public service and station relations for NBC on the coast. An outgrowth of the NBC-UCLA Radio Institute held last summer, the scholarships will become available to a boy and a girl student at UCLA who shall have finished freshman year with high scholastic records and who wish to prepare for professional radio work.

Nehi Complaint Dismissed

COCA-COLA Co.'s suit against the Nehi Corp. was dismissed by the Delaware Supreme Court Jan. 4 in a unanimous decision upholding a Court of Chancery discussion handed down March 20, 1942. The complaint alleged trade-mark infringement and other related acts of unfair business competition. In a 28-page opinion, Chief Justice D. J. Layton declared "cola" a free word, and found the Nehi Corp. innocent of unfair practices in the sale and advertising of Royal Crown Cola.

L & M Present Video

LIGGETT & MYERS Tobacco Co., New York, on Jan. 19 will present an experimental television program featuring talent from Fred Waring's Orchestra on W2XWV, the Allen DuMont television station in New York. To be telecast 9:30-10 p.m., the Chesterfield show will use many of the personalities starred by Waring on his nightly series for Chesterfield on NBC. Agency is Newell-Emmett Co., New York.

Dad's Root Beer Cited

DAD'S ROOT BEER Co., Chicago, was charged last week by the Federal Trade Commission with falsely representing in radio and other advertising that root beer made from a concentrate it sells to dealers is a draft beverage and has a "genuine draft flavor".

MRS. GRAHAM McNAMEE, widow of the announcer, has received the NAB "10-Year Club" pin awarded posthumously to her husband.

CONTRIBUTION of WMRN Marion, O., this broadcasting and press box was built and presented to the Marion Board of Education, providing up-to-date facilities for covering local athletic events. Divided into three compartments, the building contains separate sections for broadcasting, local city and school papers, and school PA and score board control.

WVCX NORTH OF THE BORDER

AEF Sitka Outpost Reports on All-Service, Non-Commercial Station

QUESTIONNAIRE with personality was returned to BROADCASTING from WVCX for the 1944 *Yearbook* number. Under *Staff Members now in Military Services* is the response "ALL!!!" It seems WVCX is the American Expeditionary Station in Sitka, Alaska, run completely by the Amercan Expeditionary Forces.

According to the fully filled out record, network affiliations are "None", and no time is sold. But under *What News Services Do You Buy?* is typed in "War Dept. Press". Army 92 is the business telephone number. The staff is large, versatile — many double in brass—and is composed of a variety of services. The band alone has three army privates, a corporal, seabee, marine private and a pfc. The pfc. is the director, James Venuti.

Under executives are listed Lt. Col. Walter A. Shoaf, president, board of directors; 1st Lt. Robert M. Horsley, station manager; and Pvt. Boyd E. Wood, ass't manager. Incidentally, Pvt. Wood is also news announcer and program director. Pfc. Fred Wiethuchter, heads the announcers and production men. They are: T/5 Walter Welch, Pvt. Earl Williams, Ensign Anthony Logan (how did he get in there?), T/5 Ervin Greene, Pfc. Richard Skuse, Pfc. John McIntyre, Pvt. Al McManus, Pvt. Earl Greer.

There are four on the control room staff: M/Sgt. Chester Iverson, T/Sgt. Charles Gilliam, T/5 Walter Welch, T/5 Ervin Greene (who doubles on announcing). News Editor Bill Allen handles publicity and promotion.

WVCX operates on 1220 kc and —according to the letterhead—is "Your Station North of the Nation". Their transmitter is custom-built, just like the programs.

Television Program Unit Is Formed in New York

UNDER the direction of Irwin A. Shane, The Television Workshop officially opened for business last week at 11 W. 42d St., New York. Productions will be made available to all agencies on an equal basis, with most shows costing about $100 a telecast. The Workshop will assist agencies with televised commercials. Productions will be televised for the present through W2XWV, New York television station of Allen B. DuMont Labs, but eventually will be available to all stations. Reiss Adv., New York, has already signed for *Hobby Hall of Fame* and *Plays on Parade* on W2XWV.

Nathan M. Rudich, head of the radio and drama departments of the New School of Social Research, is in charge of Television Workshop Players. Helen Gaubert is assistant director. Other staff members include: Glorianne Lehr, women's features; Gilbert Lawrence, puppets and children's shows; Austin O. Huhn, technical director; and Charles A. Gunther, special effects.

UP Cheyenne Bureau

UNITED PRESS established a news bureau in Cheyenne on Jan. 3, Jacques D'Armand, Southwest division manager, announced last week from Dallas. Richard I. Hopper, former assistant UP relay editor in Denver, heads the bureau, serving Wyoming stations and newspapers.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

N. Y. Sales Office Announced by MBS

Bookkeeping and Controller Offices Shifted to New York

MUTUAL last week announced several changes in its business organization, the major new development being creation of the post of director of sales administration, and the appointment of Z. C. Barnes to the new office. Mr. Barnes, who joined the network's sales department in February 1943, will be in charge of administrative matters in the sales department and will be responsible for the correlation of these activities with sales service, sales promotion, commercial programming, programming, station relations and accounting. He will work with Edward Wood Jr., general sales manager.

Before joining Mutual last year, Mr. Barnes was for 20 years vice-president of Outdoor Adv. Inc., except for a brief period with J. M. Mathes Inc., New York. He served at one time as assistant advertising manager of T. A. Edison Inc., manufacturers of electrical equipment.

Offices Shifted

It was also announced last week that the network was shifting from Chicago to New York the bookkeeping department and the headquarters of Miles E. Lamphiear, Mutual controller. The move was made in the interests of greater efficiency, according to Miller McClintock, president, who announced the change. Involved in the transfer are the accounting, auditing, billing contract, commitment and affidavit departments.

About 15 members of the Chicago staff followed the department to New York and set up headquarters last Wednesday on the tenth floor of Mutual's headquarters at 1440 Broadway where additional office space has been acquired. Western division of sales, sales service, and sales promotion in program traffic remains at Mutual's Chicago offices in the Tribune Building.

Midwest Area to Hear CBC Programs On WLW

MIDWEST listeners of WLW Cincinnati will soon hear Canadian material on farm, news commentary, and women's programs which now make up their regular radio fare. Plans for sending Canadian public service programs to listeners of WLW have been completed by program officials of the Canadian Broadcasting System, and WLW.

The plan for exchange of programs was worked out between CBS officials at the national program office in Toronto, and WLW executives, James Cassidy, director of special events, and Roger Baker, public relations director.

Mr. Cassidy stated that a study of the WLW region had revealed a lack of knowledge and understanding among the people in that area of Canadian activities, achievements and problems.

NBC NAMES GAINES AS HAMMOND AIDE

JAMES M. GAINES, a member of the NBC station relations department since 1942, has been appointed assistant director of advertising and promotion, reporting to Charles P. Hammond, recently named director of that NBC department. Announcement was made by Frank E. Mullen, NBC vice-president and general manager.

Mr. Gaines

Prior to joining NBC, Mr. Gaines held various positions with the Automobile Merchants Assn., Hearn's, New York, and Bamberger's, Newark, both department stores, and International Business Machines Corp. He also served at one time as personal representative for Major Bowes, sponsored on CBS by Chrysler Corp.

Mr. Gaines is currently in the Mary Immaculate Hospital in Jamaica, New York, recovering from an appendectomy operation which took place Jan. 3.

WILLIAM E. WARE, veteran news, sports and special events announcer, has been named general manager of KWFC Hot Springs, Ark., MBS affiliate. Mr. Ware has formerly been associated with WSYR WCAU WKRC KRLD.

Heads Film Unit

TAYLOR MILLS has been appointed associate chief of the Bureau of Motion Pictures of the OWI, effective Jan. 17, succeeding Arch Mercey who resigned to enter the U. S. Coast Guard. Mr. Mills leaves his post as administrative analyst at the Bureau of the Budget to go with OWI. He was formerly radio director and account executive for nine years with Batten, Barton, Durstine & Osborn Inc., Minneapolis, and was later with the agency's New York office for two years. He is a graduate of the Massachusetts State College, Amherst, Mass., and the Harvard Business School.

Tollinger to Y&R

NED TOLLINGER, production manager of NBC Hollywood, has resigned that post effective Jan. 15 to join Young & Rubicam as producer. Assigned to the CBS Burns & Allen Show, he will replace Carroll O'Mara who shifts to the agency's general advertising department as assistant to William Blees, West Coast vice-president. Tollinger's present network duties are being assumed by Howard Wiley, NBC Chicago producer, who has been shifted to Hollywood.

LISTENER MAIL at WOR New York, has passed the one-million mark for the fourth consecutive year, according to a report from the station's mail room. On Christmas Day, the count was 1,010,752. During the past eight years, the mail dropped below the million figure only once—in 1939.

★ ★ ★ ★

WSYR

The Only NBC Station Covering Central New York

—including over 40% of farms in the state.

★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

SURE SHOT IN IDAHO!

KSEI
POCATELLO · IDAHO

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

WHAM
"Your Western New York Salesman"
50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.
ROCHESTER, N. Y.
National Sales Representative:
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

KXOK
ST. LOUIS • 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & Co.

AP

WTCN, Minneapolis - St. Paul

. . . consider AP the finest radio news service in the country.

Clifford J. Rian,
Promotion Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA • MONTANA

THE DOMINANT COVERAGE
FOR A GOOD MARKET
WRBL
COLUMBUS, GA.
CBS
HOOPER RATING
81 TO 96.8%
REPRESENTED BY SPOT SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 31 TO JANUARY 7 INCLUSIVE

Decisions . . .

JANUARY 4

Robin Weaver Sr., Clarksdale, Miss.—Granted CP for new local standard station at Clarksdale, Miss., 1450 kc, 250 w, unlimited, subject to approval of exact transmitter site. Grant is in conformity to FCC Supplementary Statement of Policy of August 11, 1943 regarding CPs for local stations.

WTAL Tallahassee, Fla.—Granted mod. license increase from 100 w N, 250 w D to 250 w unlimited, on 1340 kc.

WCOU Lewiston, Me.—Granted involuntary transfer of control from Jean B. Couture, deceased (Clara Couture, executrix) to Faust O. Couture. No monetary consideration involved.

Granite District Radio Broadcasting Co., Murray, Utah.—Adopted order denying petition for reinstatement and grant of application for CP for new standard station as it appears that Murray, Utah, is a part of metropolitan Salt Lake City and now receives complete day and night primary service from KSL KDYL KUTA.

JANUARY 5

KCMO Kansas City, Mo.—Granted CP increase nighttime power from 1 kw to 5 kw. Conditions.

JANUARY 6

KODY North Platte, Neb.—Granted license to cover CP authorizing change in transmitting equipment, change from 1460 kc to 1240 kc, 1 kw to 250 w, limited to unlimited.

WLAP Lexington, Ky.—Granted mod. license change corporate name of licensee to American Broadcasting Corp.

WEGO Concord, N. C.—Same.

Applications . . .

JANUARY 4

KPQ Wenatchee, Wash.—Mod. CP as modified, authorizing change in frequency, increase in power, new transmitter and DA, for extension completion date to May 1, 1944.

WNOX Knoxville, Tenn.—Special service authorization to make changes in transmitting equipment and operate with 500 w for auxiliary purposes. (Dismissed at request of attorney.)

JANUARY 5

WJZ New York—License to cover CP which authorized move of main transmitter from Bound Brook, N. J., to Lodi, N. J.

Jamaica Radio & Television Co., Long Island, N. Y.—CP for new experimental television station, 66000-72000 kc, 250 w A 3 and special emission.

KWTO Springfield, Mo.—Acquisition of control by Lester Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder through purchase 500 shares common stock from Springfield Newspapers Inc., H. S. Jewell, T. W. Duvall, Tams Bixby Jr., Jeanne Bixby.

KGBX Springfield, Mo.—Acquisition of control by Springfield Newspapers Inc., through purchase of 250 shares of common stock from Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder.

W3XWT Washington, D. C.—Mod. CP as modified for new experimental television station for extension of completion date.

Network Accounts

All time Eastern Wartime unless indicated

New Business

QUAKER OATS Co., Peterborough, Ont. (Quaker products), on Jan. 7 started *That Brewster Boy* on 24 CBC Dominion network stations, Fri. 9:30-10 p.m. Agency: Spitzer & Mills, Toronto.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Jan. 31 starts *Breakfast At Sardi's* on 156 BLUE stations, Mon. thru Fri., 11-11:15 a.m. Agency: Compton Adv., N. Y. For Camay, Ivory Flakes, on Jan. 31 P&G adds 11 CBS Pacific stations to *The Adventures of Perry Mason*, making a total of 38 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Pedlar & Ryan & Lusk, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Jan. 7 sponsored Beau Jack-Lulu Costantino bout, on Jan. 14 sponsors Tami Mauriello-vs.-Joe Baksi and on Jan. 28 sponsors Beau Jack-vs.-Sammy Angott, all on some 200 MBS stations, starting at 10 p.m. Agency: Maxon Inc., N. Y.

CORONET Magazine, Chicago, on Jan. 24 starts *Coronet Quick Quiz* on 75 BLUE stations, Mon. thru Fri., 9:55-10 p. m. Agency: Schwimmer & Scott, Chicago.

B. O. ANDERSON Co., Los Angeles (Shontex—hair oil), on Jan. 26 starts for 52 weeks quarter-hour musical program on 5 Don Lee Pacific stations Sat., 9:15-9:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

S. & W. FINE FOODS, San Francisco, on Jan. 10 starts for 52 weeks *Sam Hayes* commentary in BLUE *Newsroom Review* on 14 BLUE Pacific stations, Mon. thru Fri., 11:15 p.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

PUREX Corp., Los Angeles (bleaching solution), on Dec. 26 started for 52 weeks *Rex Miller, Commentator*, on 12 Don Lee Western stations, Sun., 9:15-9:30 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

UNION ICE Co., of California, San Francisco, on Jan. 8 started for 52 weeks, quarter-hour participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Sat. 10-10:15 a.m. (PWT). Agency: George M. Wessels Co., Los Angeles.

HELBROS WATCH Co., New York, on Jan. 18 starts *Pick & Pat Time* on 12 MBS stations, Tues., 8:30-9 p.m. Agency: William H. Weintraub & Co., N. Y.

SOCONY-VACUUM OIL Corp., New York (Mobiloil and gas), on Jan. 26 starts *Orson Welles* show on eight CBS Pacific stations, Wed., 9:30-10 p.m. Agency: Compton Adv., N. Y.

Renewal Accounts

GENERAL TIRE & Rubber Co. on Jan. 30 renews *Thanks to America*, heard Sundays 4-4:30 p.m. on the Yankee network.

DR. JOHN MATTHEWS, Los Angeles (religious), on Jan. 15 renews for 52 weeks *Dr. John Matthews* on 8 Don Lee Pacific stations, Sat., 9-9:30 a.m. (PWT). Agency: Tom Westwood Adv., Los Angeles.

P. DUFF & SONS, Pittsburgh (Duff's baking mixes), on Dec. 24 renewed for 13 weeks *Galen Drake* on 8 CBS Pacific stations, Tues. and Thurs., 5-5:15 p.m. (PWT). Agency: Bothwell Adv., Pittsburgh.

Network Changes

ALASKA Pacific Salmon Co., Seattle (Minute Man soup), distributed in east by Wm. S. M. Scull Co., Camden, on Jan. 28 discontinues *Breakfast at Sardis* on 153 BLUE stations, Mon. thru Fri., 11-11:15 a. m. Agencies: J. William Sheets, Seattle and Compton Adv., N. Y.

CUMMER Products Co., New York (Energine), on Feb. 2 replaces *Battle of the Sexes* with unnamed dramatic show on 79 BLUE stations, Wed., 8:30-9 p. m. Agency: Young & Rubicam, N. Y.

AMERICAN Cigarette & Cigar Co., New York (Pall Mall cigarettes), on Jan. 17 replaces *Gracie Fields* with *Bob Ripley's Believe It or Not* on 200 or more MBS stations, Mon. thru Fri., 9:15-9:30 p. m., at the same time renewing the period for 13 weeks. Agency: Ruthrauff & Ryan, N. Y.

STANDARD BRANDS, New York (vitamin and food products), on Feb. 28 shifts the repeat broadcast of *The Open Door* on 131 CBS stations, Mon. thru Fri., from 3:15-3:30 p.m. to 5-5:15 p.m. Agency: Ted Bates Inc., N. Y. For Tenderleaf tea, on Feb. 28 *Mary Marlin* is shifted from 67 CBS stations to 131 CBS stations, Mon. thru Fri., 3-3:15 p.m., at the same time dropping the repeat 5-5:15 p.m. Agency: J. Walter Thompson Co., N. Y.

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil and Snowdrift), on Feb. 28 shifts *Neighbors* on 43 CBS stations, Mon. thru Fri., from 3-3:15 p.m. to 3:15-3:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), on March 19 for 13 weeks resumes *Dorothy Thompson* on 69 BLUE stations, Sun., 7:15-7:30 p.m. Agency: Emil Mogul Co., N. Y.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on Dec. 29 added KELA KMO KOL to *Bulldog Drummond* on 16 Don Lee Pacific stations, Wed., 8:30-9 p.m. (PWT), making a total of 19 Don Lee Western stations. Agency: Hillman-Shane-Breyer Inc., Los Angeles.

in the CONTROL ROOM

FRANK KENNEDY, chief engineer of Don Lee Broadcasting System, Hollywood, is in New York and Washington for conferences.

DANIEL BOONE, with honorable discharge from the Army, has returned to his former post as technician of KFOX Long Beach, Cal.

BAXTER DEARING, transmitter engineer of WMPS Memphis, has been inducted into the Armed Forces.

KENNETH RAYMOND, studio engineer of KOA Denver, is the father of a boy.

ED WATKINS, former chief engineer of WGOV Valdosta, Ga., recently returned to the transmitting staff of WTMA Charleston, S. C., has married Myrtis Estherlyn Salter of Valdosta.

ROBERT KNAPP, formerly engineer of WCPO Cincinnati, has joined the engineering staff of WCKY Cincinnati.

HOLLINGSWORTH PEARCE, supervisor of engineers at WBBM Chicago, will report for induction into the Army Jan. 11. Jim Cornell, assistant chief engineer of WBBM, also will report on the same day.

PAT SCHACKLEFORD and Joe Windham have joined the engineering staff of WCBI Columbus, Miss. David Livingston has been named chief engineer replacing Maxell Williams who is now in the Army Signal Corps. Mrs. David Livingston has also joined the engineering staff as relief operator.

LUDWIG B. BREITEGGER and Robert H. Albrecht, both honorably discharged from the Army recently, have joined the engineering department of WOR New York.

YELLOW CAB Co., San Francisco, on Jan. 8 shifted *Story Teller* on Don Lee California stations, Sun. 9:15-9:30 p.m. (PWT), to 5 CBS California stations, Sat. 7:45-8 p.m. (PWT). Agency: Rhoades & Davis, San Francisco.

CELANESE CORP. OF AMERICA, New York (yarns and fabrics), on Jan. 5 added 13 CBS stations to *Great Moments in Music*, making a total of 134 CBS stations, Wed. 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

SCHUTTER CANDY Co., Chicago (Old Nick and Bit O'Honey), has expanded its quarter-hour program *Starring Curt Massey* from 75 to 133 NBC stations, Saturdays. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

WILSON Sporting Goods Co., Chicago, on Jan. 5 shifts *Arch Ward* from Fri., 10:15-10:30 p.m. to Wed., 10:15-10:30 p.m., and on Jan. 19 renews for 13 weeks on 61 MBS stations. Agency: U. S. Adv. Corp., Chicago.

THERE'S NOT ANOTHER LIKE IT!
WHC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Announcer-Record Jockey—Experienced ad lib, also capable general routine. 5 kw network affiliate in major market. Salary commensurate with ability. State all in first letter. Box 685, BROADCASTING.

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 683, BROADCASTING.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 681, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

WANTED PRODUCTION MANAGER — With experience in writing, producing and directing commercial and sustaining programs, also with some experience in announcing and supervising announcers. Good pay, excellent working conditions. If interested wire, for long distance telephone Appointment, Manager, Radio Station WMC Memphis, Tennessee.

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Michigan.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 682, BROADCASTING.

Announcer-Salesman—Who can assume responsibility and work into assistant managership Alaska station. Give complete details regarding yourself. Seattle office KINY-KTKN, 708 American Bldg., Seattle, Wash.

Wanted Salesman — For Middlewest NBC Affiliate. Splendid opportunity for man who can produce unlimited market. Salary and commission. Send full details in first letter. Box 678, BROADCASTING.

Wanted Engineer—First or second class. Send full details of experience and salary expected. Box 677, BROADCASTING.

ANNOUNCER—Male—wanted at once. No Sunday hours. Send all particulars. Station WGNY, Newburgh, N. Y.

Engineer—First or second class license; Good Pay; Non-Defense area; Reasonable living cost. Must be draft deferred. WSYB Rutland, Vermont.

Announcer Wanted—To handle news and commercials. Advise age, draft status, salary expected. Audition transcription. WLVA, Lynchburg, Virginia.

TRANSMITTER ENGINEER—First Class—draft deferred. 5 KW network station. Permanent, not succeeding draftee. Give all information and salary desired. WTOC, Savannah, Georgia.

Announcer—Must be dependable and ambitious. Good pay and permanent job for right man. Write—Wire—or telephone WDNC, Durham, N. C.

Situations Wanted

NEWS EDITOR, FEATURE WRITER—Discharged veteran, 25, now employed metropolitan daily, journalism graduate, back-ground of European travel, former editor daily 8700 circulation, former night news editor basic network affiliate, experienced feature shows, seeking radio connection about March 1st. Box 686, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER—Woman. Four years' radio experience as announcer. Box 684, BROADCASTING.

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. **DeFOREST'S TRAINING, INC.**, 2533 N. Ashland Ave., Chicago 14, Illinois.

Chief Engineer—23 years' experience, all types. Box 679, BROADCASTING.

Announcer—19, 4F, 1½ years' experience. Commercial and newscasting. Available on two weeks notice. All first letter. Box 676, BROADCASTING.

Experienced Chief Operator—First class license, references. Available immediately. Box 674, BROADCASTING.

Program Director-Assistant Manager—Train announcers and salesmen. Announce play by play sports, news, variety. Create commercial programs. 8 years local, MUTUAL, NBC and college. 28, 2A, two children. $50 minimum. Write Mel Crusey, General Delivery, Gary, Ind.

Chief Announcer—Desires new location. Capable News. Draft Exempt—Married. Can obtain release. Immediately. Write-Wire Box 671, BROADCASTING.

Qualified Newscaster-Announcer—Ten years background. Box 672, BROADCASTING.

ANNOUNCER—23, married, 4F, six years' experience. Now employed by one of the best stations in Texas. Desire permanent position outside state, prefer California. State salary. Box 670, BROADCASTING.

NEWSCASTER — One year's experience news and general announcing. Sober, reliable, 4-F. Box 669, BROADCASTING.

WOMAN—Age 25, single; experience in teaching, continuity, women's programs; traffic manager 1 year 5 kilowatt station; dramatic experience radio and stage. Third class license, location immaterial. Box 688, BROADCASTING.

AVAILABLE IMMEDIATELY—Thoroughly experienced program director. Know production, traffic, music. Can handle men and produce results. Draft deferred. Box 689, BROADCASTING.

STATION POSITION WANTED—Young woman, two years college radio training; experience 5,000 watt station; continuity; woman's program, announcing. Box 691, BROADCASTING.

BACKGROUND—Radio advertising, allied fields. 4-Fer desires change with progressive agency or station with post-war future and little traveling. Remuneration secondary. Box 692, BROADCASTING.

For Sale

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, $2,525 cash. KFAC, Los Angeles 5.

FOR SALE—375' Lehigh Tower with beacon and side lights. WSJS, Winston-Salem 1, N. C.

Wanted to Buy

TURNTABLES, MICROPHONES and all types of transmitting equipment, send details and prices to Humberto D. Gonzalez, 220 W. 42 St., New York 18, N. Y. Wisconsin 7-1166.

Wanted to Buy (Cont'd)

Complete Equipment Wanted—For 250-watt installation, all or part, give details of what you have. Box 687, BROADCASTING.

Wanted To Buy—250 watt transmitter and other station equipment. Give full pedigree. Roberts, 2428 Green Street, Harrisburg, Pa.

Wanted To Buy—Wincharger or similar antenna. Box 680, BROADCASTING.

WANTED WINCHARGER TOWER, frequency monitor, modulation monitor and studio equipment. Box 673, BROADCASTING.

Wanted To Buy—One or two self supporting vertical radiators 250-300 feet high. WKBH, LaCrosse, Wisconsin.

EQUIPMENT WANTED—Quarter or 1 kw. transmitter, frequency monitor, microphones, speech imput equipment, transcription equipment. New or used. Contact at once Box 693, BROADCASTING.

Megowen Expands

MEGOWEN EDUCATOR Food Co., Boston, through its newly appointed agency Duane Jones Co., New York, will expand its schedule for Educator Crax with the addition of John Gambling's *Musical Clock* program on WOR New York, starting Jan. 11. The 52-week contract calls for thrice-weekly sponsorship of the 45-minute series. Megowen continues participations on WNEW and spot announcements on WCAU Philadelphia.

Subs for Clapper

GENERAL CIGAR Co., New York, will substitute Henry Gladstone for Raymond Clapper in the latter's regular Mutual period Monday and Thursday 10-10:15 p.m. this week, and the company is understood to be planning a complete change in program format in the near future. Mr. Gladstone, a commentator of WOR New York, was called in to take over the Jan. 10 and 13 broadcasts when Clapper left Honolulu for points west sooner than expected. Clapper has been heard from Hawaii since his recent departure from the West Coast for a tour of the Pacific area. The new General Cigar program is reported to be a weekly half-hour featuring a comedian and orchestra. Agency is J. Walter Thompson Co., New York.

Rath in Southwest

RATH PACKING Co., Waterloo, Ia. (Blackhawk luncheon meat), on Jan. 24 begins sponsorship of some 25 spot announcements weekly on each of six stations in the Dallas, Houston, San Antonio area. Stations carrying the campaign are KTSA KABC WRR KRLD KTRH KXYZ. Contract is for 13 weeks. Agency is Young & Rubicam, Chicago.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

METER REPAIR
Electronic Instrument Repair and Modification
BRADEN ENGINEERING CO.
3317 Kenmore Ave.
Dayton 10, Ohio

Sponsor Plan for Bond Drive Promises Intensive Air Effort

Two Series of Disc Programs, Live Announcement Packets, Other Items Prepared by Treasury

SPONSORSHIP opportunities of War Bond promotion programs for the $14,000,000,000 Fourth War Loan Drive, scheduled Jan. 18 through Feb. 15, are greater in scope than those of any previous drive. Affording radio the chance to work on an equal basis with the other advertising media, stations may now receive remuneration comparable to that received by newspapers and magazines for sponsored War Bond ads.

Suggested in numerous letters solicited from radio stations by the War Finance Division of the Treasury Dept. following the Third War Loan last fall, and more completely outlined by the special Fourth War Loan committee of the NAB [BROADCASTING, Nov. 15], the local sponsorship plan as arranged consists of two series of transcribed programs, packets of live announcements, and transcribed and live announcements as released in conjunction with the OWI through its various allocation plans.

Bond Days

Similar to previous loans, the coming drive will also be supported by a special kick-off show on Jan. 17, plans for which are still being formulated, network bond days, and extensive special feature programs, rallies and promotion stunts conducted independently by individual stations. Although plans for the net bond days also remain tentative at present, respective dates have been set: Jan. 18, Mutual; Jan. 22, NBC; Feb. 1, CBS; Feb. 13, BLUE.

Activities of the individual stations, according to numerous advance reports, will be planned in conjunction with local rallies and promotion, many tying-in with the four peak advertising days which have been named. These are: Jan. 20, Army Day; Jan. 27, Navy Day; Feb. 3, Marine Day; and Feb. 10, Schools-at-War Treasure Hunt, inaugurating a specific five-day campaign of 30,000,000 school children. The Retailers War Campaigns Committee Fourth War Loan recommendations to retailers, which was augmented by a special sales meeting broadcast over NBC on Dec. 29, suggests ideas for participation in local promotion activities, including radio.

The two series of transcribed programs [BROADCASTING, Dec. 6], prepared by the WFD, approved by the OWI, and preceded by a sample audition record and sales portfolio, have to date been requested by more than 530 stations about the country. The first series, *Treasury Salute*, a quarter-hour program left open at each end for the message of a local sponsor, honors American men and women in their jobs, stressing the importance of their work in winning of the war. The second series, each program five minutes in length and also with room for local sponsor's message, is titled *Treasury Song for Today*. Listings of both of these series, their numbers, contents, and stars, may be found in the NAB Broadcast Advertising Bulletin for Dec. 30.

The Treasury WFD packet of live announcements contains a series of one-minute and a series of 35-word "Let's All Back the Attack" messages, both prepared especially for local sponsorship. A packet of one-minute live announcements specifically for use by band leaders during the drive has also been completed.

The transcribed programs and the packet of announcements may be obtained at no cost, any or all of them, by request only from Emerson Waldman, chief of the Radio Section, War Finance Division, Treasury Dept., Washington Bldg., Washington 25, D. C. Transcription requests should be made by number, or if all can be used, such statement is sufficient.

RCA Moves 'What's New'

RCA on Jan. 15 is shifting *What's New*, its Saturday evening show on the BLUE, from Hollywood to New York, following retirement of Don Ameche as m.c. to fill previous motion picture commitments. For the past two broadcasts, Jan. 1 and 8, Cecil B. De Mille has served as m.c., and a permanent one will be named in the near future. Features of the Jan. 15 show will be Jim Ameche and Leonard Warren. J. Walter Thompson Co., New York, handles the program, heard 7-8 p.m. on 157 BLUE stations.

Mural

LAUNCHING of the *USS McClelland* [BROADCASTING, Dec. 6], destroyer escort named for Ensign Thomas McClelland, former KLZ Denver engineer who died heroically at Pearl Harbor, is preserved for posterity on a mural now on display in the KLZ audition room.

TREASURY CHANGES MADE IN AD SECTION

THOMAS H. LANE (see respects sketch on page 34), who replaces Vincent F. Callahan as director of advertising, press and radio for the War Finance Division of the Treasury Dept., is succeeded as chief of the advertising section by Sherwood King. Mr. King, who was formerly assistant chief of the section, came to the Treasury after several years with Erwin, Wasey & Co.; Campbell-Ewald; Lord & Thomas; and Fuller, Smith & Ross.

Don U. Bridge, former advertising director of the *New York Times* and *Indianapolis News*, now in charge of the Treasury's newspaper advertising, will assist Mr. King. Elihu E. Harris, previously advertising manager of the *National Jewish Monthly*, the Crown Overall Mfg. Corp., and business manager of several trade journals, is in charge of business publications.

Others on the bond promotion staff are: Mary Claire Matthews, former assistant chief of the outdoors department of Young & Rubicam, in charge of posters; Albert J. Randall, formerly in charge of outdoor advertising activities of J. Sterling Getchell Inc., M. F. Reddington Inc., and the O. J. Gude Co., in charge of all outdoor advertising activities; Vandervoort B. Rohl, formerly a business executive, in charge of farm publication advertising; Donald T. Seiwell, in charge of general magazines; and Elizabeth Vanderbilt, formerly of the media dept. of Young & Rubicam, in charge of traffic.

Drawn for BROADCASTING by Sid Hix

"Whadya Know! KGMB Is Playing 'Three Little Fishes!'"

Blue Tilts Figure To Earn Discounts

Weekly Minimum Is $2,000; 12½% Rebate for 52 Weeks

MINIMUM weekly expenditure for BLUE Network time necessary for advertisers to earn volume discounts has been raised from $1,000 to $2,000 on the BLUE Rate Card No. 31, dated Jan. 1, 1944 and issued last week in a new format "to make reference easier". Revision brings discounts "into line with the run of current contracts", the BLUE explains. Discounts vary according to size of network as well as dollar volume, with full network advertisers receiving the largest discounts.

In addition to the weekly volume discounts, BLUE also allows a rebate of 12½% for 52 weeks of consecutive broadcasting. A combination annual discount is allowed advertisers spending $1,500,000 or more for network time, a change from the $1,200,000 formerly required. Range of discounts, from 27½% for a split basic network to 45% for the full BLUE, remains the same.

Alternate Discounts

Card also shows an alternate discount system for full network advertisers with three or more daytime programs of 15 minutes or longer. Maximum is 50% for advertisers spending $1,500,000 or more annually and using either five or six broadcasts weekly. Maximum was formerly allowed for six-time-weekly advertisers only.

Except for rate changes on individual affiliates the data are the same as in BLUE Rate Card No. 30, dated June 15, 1942. C. P. Jaeger, network sales manager, points out in an accompanying letter that "the biggest change of all does not appear on this new rate card. It is the growth in coverage which is now offered you by the BLUE," from 122 stations with a night coverage of 22,462,000 radio families in 1942 to 171 stations with a night coverage of 23,558,000 radio families at present.

Westinghouse Names

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, has appointed McCann-Erickson, New York, to handle its institutional advertising, formerly placed by Young & Rubicam, New York, which resigned the account last November. The appointment includes the company's Sunday half-hour program featuring John Charles Thomas on NBC. C. A. Posey, vice-president of the agency, will be in charge of the Westinghouse account, while Clarence Olmstead, who directed the NBC program for Young & Rubicam, has joined McCann-Erickson and will continue to supervise its production from Hollywood. The new appointment does not affect the other portions of the Westinghouse account handled by Fuller & Smith & Ross, New York and Cleveland, and Ketchum, MacLeod & Grove, Pittsburgh.

Only One Thing More in '44!

KMBC

OF KANSAS CITY

FREE AND PETERS, INC.

Summarizing the past year's activities KMBC of Kansas City considers 1943 extremely generous. The "pick-up" in market activity speaks well for the future of the "Heart of America." Knowing that market—that 51% of the population is urban and 49% rural—has reaped rich dividends in even greater listener acceptance for KMBC. The purchase of a live stock farm dedicated in service to the farmers of this area received national recognition during 1943. New attendance records have been set for this, the seventh successful season of the KMBC Brush Creek Follies. Yes—all in all, the past year has been good to KMBC. No more could be asked than to make *that one thing more in '44*—VICTORY for this country and a LASTING PEACE for all the world.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS